

# Dr David Deller

*Home Address:*

Norwich  
Norfolk  
United Kingdom

*e-mail:* david.deller@university-college.oxon.org

NATIONALITY: British

*personal website:* www.daviddeller.co.uk

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## EDUCATION

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*University of Essex, Colchester, UK*

**PhD in Economics**

Thesis title: 'Three Essays on Economics and Incentives'

**Awarded March 2013  
(submitted October 2012)**

*University of Essex, Colchester, UK*

**MSc in Economics (with distinction)**

**Awarded November 2008**

*University College, University of Oxford, UK*

**BA in Economics and Management, 2:1**

**Awarded July 2005**

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## PUBLICATIONS

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### *Journal Articles*

- Deller, D., G. Turner and C. Waddams Price (2021), 'Energy poverty indicators: Inconsistencies, implications and where next?', *Energy Economics*, 103, article 105551
- Deller, D., M. Giuliatti, G. Loomes, C. Waddams Price, A. Moniche Bermejo and J.Y. Jeon (2021), 'Switching Energy Suppliers: It's Not All About the Money', *The Energy Journal*, 42(3), pp. 95-120
- Lu, L., D. Deller and M. Hviid (2019), 'Price and Behavioural Signals to Encourage Household Water Conservation: Implications for the UK', *Water Resources Management*, 33(2), pp. 475-491
- Deller, D. (2018), 'Energy Affordability in the EU: the Risks of Metric Driven Policies', *Energy Policy*, Vol 119 (August 2018), pp. 168-182

### *Reports*

- Burlinson, A., D. Deller, S. Ennis, T. Tutton and C. Waddams Price (2021), 'Cumulative Distributional Impact of Ofgem Policies: Observations and Suggestions from the Centre for Competition Policy', a report for Ofgem
  - Deller, D., T. Doan, F. Mariuzzo and P. Ormosi (with A. Fletcher and S. Ennis) (2021), 'Competition and innovation in digital markets', a report for the Department for Business Energy and Industrial Strategy (BEIS)
  - Markellos, R., D. Deller and S. Ennis (2021), 'Draft Innovation Strategy and Best Practice Analysis', a report for HEDNO the Greek electricity distribution network operator
  - Ennis, S., T. Tutton and D. Deller (2020), 'Synthesis of literature on the impact of the UK regulatory model', a report for the UK Regulators Network
  - Deller, D., S. Ennis, B. Enstone, E. Glowicka, M. Hofmann, R. Klotz, P. Makela, G. Snaith and S. Witte (2020), 'Retrospective Evaluation Support Study on the EU Guidelines on State Aid for Environmental Protection and Energy Applicable in 2014-2020', a report by the Centre for Competition Policy, E.ca Economics and Sheppard Mullin Richter & Hampton LLP for DG Competition, European Commission
  - Deller, D. and S. Ennis (2019), 'Review of RPI-X Cost KPI and Exploration of Alternatives', a report for Trinity House, the Northern Lighthouse Board and Irish Lights
  - Davies, S., S. Ennis, L. Papa, D. Deller and F. Bokhari (2019), 'Manual for Competition Assessment of Regulations in the Philippines' for APEC Economic Committee, Asia Pacific Economic Co-operation (APEC), December 2019
  - Ennis, S. and D. Deller (2019), 'Water Sector Ownership and Operation: An Evolving International Debate with Relevance to Proposals for Nationalisation in Italy', a project for the Centre on Regulation in Europe (CERRE), Brussels
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- Deller, D. and C. Waddams Price (eds.) (2018), 'Fairness in Retail Energy Markets? Evidence from the UK', final report from the 'Equity and Justice in Energy Markets' project falling under the UK Energy Research Centre (UKERC) programme
  - Deller, D., P. Bernal, M. Hviid and C. Waddams Price (2017), 'Collective Switching and Possible Uses of a Disengaged Consumer Database', report funded by Ofgem
  - Lu, L., D. Deller and M. Hviid (2017), 'Price and Behavioural Signals to Encourage Water Conservation', a report for Anglian Water
  - Waddams, C. and D. Deller (2015), 'Affordability of utilities' services: extent, practice, policy', report for CERRE  
This report is supported by 13 detailed research papers for which I performed the majority of the research.
  - Deller, D., M. Giuliatti, J.Y. Jeon, G. Loomes, A. Moniche and C. Waddams Price (2014), 'Who Switched at 'The Big Switch' and Why?', report for Which? the UK's Consumer Association

#### *Working Paper Series*

- Deller, D., G. Turner and C. Waddams Price (2018), 'A Postcode Lottery: Regional Electricity Price Variations for Inactive Consumers', CCP Working Paper 18-10
- Deller, D., and A. Fletcher (2018), 'Micro and Small Businesses' Satisfaction with the Energy Market: Policy Implications', CCP Working Paper 18-9
- Deller, D. and C. Waddams Price (2018), 'Energy Affordability in the UK: Corrected Energy Expenditure Shares 1992-2014', CCP Working Paper 18-8
- Deller, D. and F. Vantaggiato (2014), 'Revisiting the Regulatory State: A Multidisciplinary Review Establishing a New Research Agenda', CCP Working Paper 14-9

#### *Other Working Papers*

- 'The Economics of the Criminally Inclined' (joint with M. Coles)
- 'Moral Hazard, Optimal Contracting and Strategic Competition'
- 'Effort Externalities, Relative Performance Evaluation Across Firms and Collusion in Incentive Contracts'

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#### CONSULTATION RESPONSES

\* indicates lead or joint lead author

- Deller, D. and C. Waddams Price (November 2021), 'House of Lords' Industry and Regulators Committee: Ofgem and Net Zero – Supplementary Questions'
  - Brock, M., D. Deller, M. Hviid and C. Waddams Price with P. Bernal (October 2021), 'BEIS: Domestic Energy Retail Consultation on Opt-In Switching and Testing Opt-Out Switching'
  - Deller, D. and C. Waddams Price (August 2021), 'House of Lords' Industry and Regulators Committee: Ofgem and Net Zero'
  - \*Calef, A., D. Deller, M. Hviid and B. Lyons (December 2020), 'Financial Conduct Authority: General insurance pricing practices market study – Consultation on Handbook changes'
  - \*Deller, D. and A. Fletcher (October 2020), 'Ofgem: Microbusiness Strategic Review – Policy Consultation'
  - \*Brock, M., D. Deller, S. Ennis, M. Hviid and C. Waddams Price (June 2020), 'Liberal Democrats Utilities Working Group: Call for Evidence – Theme: Energy Regulation'
  - \*Brock, M., D. Deller and M. Hviid (June 2020), 'Liberal Democrats Utilities Working Group: Call for Evidence – Theme: Water Regulation'
  - \*Ennis, S., D. Deller and B. Enstone (May 2020), 'BEIS: Contracts for Difference for Low Carbon Electricity – Consultation on proposed amendments to the scheme'
  - \*Deller, D. and C. Waddams Price (September 2019), 'BEIS: Consultation on the Fuel Poverty Strategy for England'
  - Amodu, T., M. Brock, D. Deller, M. Harker, T. Tutton and C. Waddams Price (August 2019), 'Ofgem: Draft Consumer Vulnerability Strategy 2025'
  - Deller, D., C. Waddams, B. Lyons and R. Sugden (July 2019), 'Ofgem: Developing a Framework for Assessing whether Conditions are in Place for Effective Competition in Domestic Supply Contracts'
  - \*Deller, D. and A. Fletcher (May 2019), 'Ofgem: Opening Statement – Strategic Review of the Microbusiness Retail Market Call for Evidence'
  - Deller, D., M. Hviid and C. Waddams (October 2018), 'Competition and Markets Authority (CMA): 'Loyalty penalty' super-complaint'
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- Deller, D., M. Harker, M. Hviid, W. Lam, K. McCullagh, P. Ormosi, S. Peyer, D. Reader and C. Waddams (July 2018), 'BEIS: Modernising Consumer Markets – Green Paper'
  - \*Deller, D. and C. Waddams (June 2018), 'Ofgem: Default Tariff Cap Policy Consultation'
  - Lu, L., D. Deller and M. Hviid (April (2018), 'Thames Water: Consultation on Water Resources Management Plan 2019'
  - \*Deller, D., E. Errington, A. Fletcher, M. Hviid, D. Reader and C. Waddams (December 2017), 'BEIS Parliamentary Committee: Pre-legislative scrutiny of the draft Domestic Gas and Electricity (Tariff Cap) Bill Inquiry' (The committee's report cited the response 7 times and quoted it 3 times)
  - \*Deller, D., M. Hviid and C. Waddams Price (August 2017), 'Ofcom: Helping consumers to engage in communications markets – Call for inputs'
  - \*Deller, D., E. Errington, M. Hviid and C. Waddams Price (September 2016), 'House of Lords Select Committee on Economic Affairs: The Economics of UK Energy Policy'
  - \*Deller, D. and M. Hviid (August 2016), 'Ofwat: Costs and benefits of introducing competition to residential customers in England – emerging findings'
  - \*Deller, D., M. Hviid and C. Waddams Price (April 2016), 'CMA: Energy market investigation – Provisional decision on remedies'
  - \*Deller, D. and M. Hviid (February 2016), 'Ofwat: Review of retail household markets in the water and wastewater sector – Call for evidence'
  - \*Deller, D., M. Hviid and C. Waddams Price (December 2015), 'Department for Business, Innovation and Skills: Switching Principles - Call for Evidence'
  - \*Deller, D. and C. Waddams Price (November 2015), 'CMA: Energy Market Investigation – Supplemental Notice of Possible Remedies'
  - \*Deller D. and C. Waddams Price (October 2015), 'CMA: Energy Market Investigation – Invitation to comment on the proposed methodology and draft questionnaire for the CMA's research with tenants'
  - \*C. Waddams Price, M. Hviid and D. Deller (August 2015), 'CMA Energy Market Investigation – Notice of Possible Remedies'
  - \*Deller, D., M. Hviid and C. Waddams Price (January 2015), 'House of Lords Energy and Climate Change Committee: Energy Price Comparison Websites Inquiry'
  - \*Hviid, M., C. Waddams Price and D. Deller (November 2014), 'Ofgem: Treatment of white label providers in the domestic retail market'
  - \*Hviid, M. and D. Deller (October 2014), 'Prudential Regulation Authority/FCA: Strengthening the alignment of risk and reward – new remuneration rules'
  - Deller, D., M. Hviid and A. Kreuzmann-Gallasch (September 2014), 'Ofcom: Consumer Switching – Next steps and call for inputs'
  - \*Deller, D., M. Flores, C. Waddams Price and M. Zhu (September 2014), 'CMA: Draft Customer Survey Questionnaire (Energy Market Investigation)'
  - Deller, D., M. Hviid, J.Y. Jeon, D. Mantzari, C. Waddams Price and M. Zhu (April 2014), 'Ofgem: Protecting consumers in collective switching schemes'
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#### BLOG/OTHER ARTICLES

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- 'How will rising UK energy bills affect fuel poverty and affordability', Economics Observatory.com, Families & Households, 25 May 2022
  - 'Aggregate Concentration in the UK: A Neglected Indicator' (joint with S. Davies), CCP Research Bulletin, Issue 41, Summer 2021, pp. 7-10
  - 'Competition and the Environment: Bidding processes awarding State Aid for Renewable Electricity' (joint with B. Enstone and S. Ennis), CCP Research Bulletin, Issue 40, Winter 2020, pp. 19-23
  - 'Discussing the impact of Scotland's ban on multi-buy promotions for alcohol' (joint with F. Bokhari), CCP Research Bulletin, Issue 40, Winter 2020, pp. 24-27
  - 'Energy Brokers: A help or a nuisance for small businesses navigating the energy market?' (joint with A. Fletcher), CCP Research Bulletin, Issue 39, Summer 2020, pp. 17-20
  - 'UKERC Research Programme: Fairness in Retail Energy Markets? Evidence from the UK', CCP Research Bulletin (joint with C. Waddams Price), Issue 36, Autumn 2018, pp. 11-13
  - 'Price and Behavioural Signals to Encourage Household Water Conservation' (joint with L. Lu and M. Hviid), CCP Research Bulletin, Issue 35, Spring 2018, pp. 2-4
  - 'Energy Affordability and Old Age: Expenditure vs self-reported perceptions' (joint with C. Waddams Price), CCP Research Bulletin, Issue 35, Spring 2018, pp. 14-16
  - 'The CMA's Energy Market Remedies : Boxed into the Wrong Corner?', CCP Competition Policy blog, 14 April 2016
  - 'The CMA's Energy Market Provisional Remedies: Right Direction but Inadequate, and Missing an
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- Important Trick', CCP Competition Policy blog, 11 March 2016
  - 'The affordability of utilities in Europe' (joint with C. Waddams Price), CCP Research Bulletin, Issue 30, Autumn 2015, pp. 7-9
  - 'Who switched energy suppliers in The Big Switch and why?', Which? Conversation blog, 9 January 2015
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#### RESEARCH INTERESTS

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Industrial Organisation, Regulated Industries, Competition Policy, Empirical and Applied Microeconomics

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#### EMPLOYMENT

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*Centre for Competition Policy, University of East Anglia,  
Norwich, UK*

##### **Senior Research Associate**

**August 2016-March 2023**

- Researcher supporting faculty on multiple research projects. Tasks include: in-depth data analysis using STATA, survey design, dissemination and engagement activities, and writing literature reviews.
- Leader of two research packages and co-ordinator of two further research packages in the UKERC funded 'Equity and Justice in Energy Markets' project. Includes the day-to-day management of a dedicated Research Associate for 2 years.

##### **Research Associate**

**September 2013 – July 2016**

- Led process to upload 24 datasets and 46 dataset records to the UK Data Archive in under two months. Included managing 3 other Research Associates under considerable time pressure.
- Co-ordinator for the major research project resulting in 'Who Switched at 'The Big Switch' and Why?'
- Centre co-ordinator for consultation responses and invitations to tender

*Department of Economics, University of Essex, Colchester, UK*

##### **Temporary Lecturer**

**January-June 2013, January-June 2012, September 2011**

##### **Graduate Teaching Assistant**

**2009-2012**

*Barclays Bank PLC, London, UK*

##### **Business Leadership Programme (Graduate Trainee)**

**September 2005-March 2007**

- 4-month placement in **Business Support Team, UK Banking Risk**.
  - Longer term placement attached to a board member of **Barclays' UK mortgage service division, 'Mortgage Loan Services'**.
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#### FUNDING, IMPACT AND ENGAGEMENT

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- Core member of team awarded £0.5m to investigate 'Equity and Justice in Energy Markets' by UKERC. Wrote four out of seven research packages included in the bid document.
  - Quoted in the update 'Low-income households will be hardest hit' on BBC News live feed on 3 February 2022 around the announcement of the energy price cap rise (<https://bbc.in/3rmKwdb>). I was also quoted by BBC Scotland online, BBC Norfolk, BBC Radio 4, BBC Radio Devon and the Daily Express (<https://www.express.co.uk/finance/personalfinance/1560258/energy-bills-prices-gas-electricity-winter-2022>),
  - Co-organised the conference 'The Objectives of Economic Regulation: Feasibility and Public Acceptability', at the University of East Anglia, 16 September 2019
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- Led bid responding to 'Defining water poverty and evaluating existing information and approaches to reduce water poverty' call, UK Water Industry Research Limited (spring 2019, £30,000, shortlisted but unsuccessful)
- Lead bid document writer and submission co-ordinator for funding bids: (i) to consider alternatives to RPI-X, General Lighthouse Authorities of the UK and Ireland (early 2019, £12,000, successful), (ii) to provide capacity building for the Albanian Competition Authority, European Bank for Reconstruction and Development (February 2019, €246,000, unsuccessful), (iii) to provide capacity building for the Armenian Competition Authority, European Bank for Reconstruction and Development (September 2020, €470,000, unsuccessful), (iv) to provide Economic Regulation training, Office of Rail and Road (September 2020, £31,000, unsuccessful), (v) to review energy levies for renewable heat deployment, ClimateXChange (September 2020, £24,000, unsuccessful), (vi) to provide energy networks regulation training, Ofgem (November 2020, £48,000, unsuccessful) and (vii) think piece on competition and innovation in digital markets, BEIS, (January 2021, £9,750, successful). Co-ordinated the submission of funding bids: (i) to join the CMA Economic Consulting Services Framework Agreement (early 2016, successful); and (ii) to join Ofgem's Economic Consultancy Framework Agreement (March 2015, successful).
- Devised and implemented concept of subject-specific faculty discussion groups to enable discussion of early stage research ideas to increase frequency of CCP's academic funding bids.
- One of seven invitees to a roundtable discussing possible remedies in the CMA's Energy Market Investigation chaired by the Secretary of State for Energy and Climate Change, Amber Rudd MP (March 2016).
- Presented as an expert on energy affordability to the Vulnerable Consumers Working Group of the European Commission's DG Ener in Brussels (December 2015).
- Member of small CCP teams (2-4 people) providing half-day expert advice, evidence and discussion sessions to: the CMA's Energy Market Investigation, Ofgem, Ofwat, Citizens Advice, Anglian Water and EDF Energy.
- Individual invitee to roundtables at: Anglian Water, BEIS, Ofgem, SSE, Social Market Foundation and Which?
- Additional presentations at Ofgem, CERRE, the Consumer and Competition Policy Unit of the Scottish Government and the Utility Week Live tradeshow.
- Wrote the presentation 'Open banking as a pro-competitive instrument' (delivered by Sean Ennis) for a World Bank seminar (February 2021).
- Edited Issue 39, Summer 2020, Issue 40, Winter 2020 and Issue 41, Summer 2021 of the CCP Research Bulletin.
- Referee reports provided for Energy Economics, The Energy Journal, the Journal of Competition Law and Economics, Energy Research and Social Science, Energies – A: Electrical Engineering, and Energy Sources, Part B: Economics, Planning and Policy.

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#### INDIVIDUAL AWARDS/PRIZES

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| • Royal Economic Society Junior Fellowship  | <b>2011-2012</b>   |
| • Best Graduate Teaching Assistant Award, Department of Economics, University of Essex  | <b>2010-2011</b>   |
| • Economic and Social Research Council '1+3' PhD Studentship  | <b>2007 – 2011</b> |
| • Leatherland Book Prizes for best performance in exams and dissertation in MSc Economics, University of Essex                    | <b>2008</b>        |
| • Distinction in Preliminary examinations (highest marks across the university in Economics and Management), University of Oxford | <b>2003</b>        |

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#### TEACHING EXPERIENCE

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| <i>Department of Economics, University of Essex, Colchester, UK</i>  |   |
| <b>Lecturer</b> – 'Theory of Monopoly and Regulation', 3 <sup>rd</sup> year undergraduate module   | <b>January-June 2013,<br/>January-June 2012</b> |
| <b>Lecturer</b> – 'Economics of Organisational Management', 2 <sup>nd</sup> year undergraduate module (I substantially revised and improved all course materials including lectures) | <b>January-June 2013</b>                        |

<b>Lecturer</b> – ‘MSc Pre-sessional Course in Mathematics’	<b>September 2011</b>
<b>Graduate Teaching Assistant</b> – ‘Methods of Economic Analysis’, 1 <sup>st</sup> year undergraduate mathematics module	<b>2011-2012</b>
<b>Graduate Teaching Assistant</b> – ‘Microeconomics (Intermediate)’, 2 <sup>nd</sup> year undergraduate module	<b>2010-2012</b>
<b>Graduate Teaching Assistant</b> – ‘Economics for Business’ and ‘Introduction to Economics’, 1 <sup>st</sup> year undergraduate modules	<b>2009-2010</b>

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#### ACADEMIC PRESENTATIONS

The Objectives of Economic Regulation: Feasibility and Public Acceptability Conference, University of East Anglia (September 2019); British Institute of Energy Economists Research Conference, University of Oxford (September 2018); Anglian Centre for Water Studies Symposium, University of East Anglia (June 2018); EnTraNTS Workshop, Loughborough University (October 2017); Family Finance Users Conference, UK Data Service (July 2017); CCP Annual Conference (June 2017); Mannheim Energy Conference, Mannheim, Germany (May 2017 and May 2016); Internal Seminar, CCP (July 2020, May 2018, April 2018, April 2017, November 2015, November 2014 and November 2013); ECPR Regulatory Governance Conference, Barcelona, Spain (June 2014); Crime Survey Users Conference, UK Data Service (December 2013); Royal Economic Society Annual Conference, Royal Holloway (April 2013)

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#### COMPUTER SKILLS

- Research conducted using: Stata, Microsoft Office, Qualtrics, Scientific Workplace and MATLAB

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#### REFERENCES

PROFESSOR MORTEN HVIID  
Centre for Competition Policy  
University of East Anglia  
Norwich Research Park  
Norwich  
Norfolk  
NR4 7TJ  
*Email: m.hviid@uea.ac.uk*

PROFESSOR CATHERINE WADDAMS  
Centre for Competition Policy  
University of East Anglia  
Norwich Research Park  
Norwich  
Norfolk  
NR4 7TJ  
*Email: c.waddams@uea.ac.uk*

PROFESSOR MELVYN COLES  
Department of Economics  
University of Essex  
Wivenhoe Park  
Colchester  
Essex  
CO4 3SQ  
*Email: mcole@essex.ac.uk*