



Mr Martin Bain
Sunderland Stadium of Light
Sunderland
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HOUSE OF COMMONS
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Sharon Hodgson MP

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Dear Martin,

Firstly, can I welcome you as the new Chief Executive of Sunderland A.F.C. As you will have come to find by now Sunderland is a fantastic city and I hope that in the coming months and years ahead, you will see just how special our City is.

The reason that I write to you today is regarding the recent announcement that Satsuma Loans, the online arm of Provident Financial, will become an official partner of the Club.

Whilst it is welcome that Sunderland are bringing in sponsors, I am concerned, along with constituents who have raised their concerns with me directly, about what example this sponsorship deal sets to the people of Wearside.

Satsuma Loans, a payday loan company, set out on their website that they have a representative APR of 1575% and for their maximum short-term loan of £1000, someone would be paying back £431.04 in interest over 13 weeks, whilst sky-rocketing to £990.04 if borrowed for 52 weeks. The use and promotion of payday lenders can only hinder those who are trying to get themselves out of debt or could find more sustainable loans, rather than out of desperation going for a loan with a payday lender which would only put them in more debt.

The announcement published on SAFC's website gave the rationale behind why this sponsorship deal was struck between the football club and Provident Financial, the umbrella organisation which includes Satsuma Loans; saying that Provident are at the heart of their local community in Bradford, West Yorkshire after a 136 years in their community, which is one year after Sunderland Football Club was founded.

I am interested to know further the rationale behind this decision and what brought the club to come to this decision, knowing that debt management and use of payday lenders in our City is high. Alongside this, I would be interested to know further what Satsuma Loans has planned to work within communities across the City, especially when it comes to personal finances.

It is important that Sunderland A.F.C. continues its community engagement work across Sunderland, but it is also vital that this work is not undermined by a sponsorship that may reflect badly on the positive work seen so far by the club. Therefore, I hope you can outline further the rationale behind this decision.

I look forward to hearing from you.

Yours sincerely,

Mrs Sharon Hodgson MP
Member of Parliament for Washington & Sunderland West