

## **COMMENT FROM THE CONSUMER COUNCIL**

Dear Sir/Madam,

### **Re: Payday lending investigation**

The Consumer Council initially contributed to the CMAs proposed remedies for the Payday loans market last July, and we welcome the opportunity to now respond to the CMA's draft order on the Payday lending market.

These suggested remedies, in conjunction with the FCA's ongoing regulatory work on payday loans, will go some way towards making the payday loan market work better for consumers.

Consumers deserve clear, upfront information on fees, a good standard of customer service, and assistance to repay their loans if they hit financial difficulty. Until there are more affordable credit options available for consumers, it is vital that these changes to the payday loan industry are robustly regulated and monitored, to ensure that they work in the favour of consumers.

Ultimately there is still a need for more affordable credit options for consumers; we remain concerned about the often long lasting consequences high-cost short-term credit can have on borrowers' finances. We hope however that these remedies will mark a significant step towards greater transparency and consumer protection in the payday loan industry, and look forward to working with the CMA on any future consultations.

Kind Regards,  
Holly

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