

Buy As You View Boosts Wigan Latics Fc's Fundraising

A Wigan youth football team will be sporting a new kit for next season thanks to leading North West retail and consumer finance company, Buy As You View.

July 8, 2010 - [PRLog](#) -- Wigan Latics FC has been a strong part of the community for the last 26 years and is closely affiliated with Wigan Athletic FC. The club runs a number of teams from under 8's through to under 16's. The popularity of the club continues to grow with almost 3 boys trying out for every space available.

With this in mind, the club has launched a second under 9's team for next season to give as many boys the opportunity to play as possible. Darren Povey, who is a coach and manager at the club as well as a father to two Latics FC players, contacted Buy As You View to see whether they could help to provide funding for the new team kit.

Mr Povey comments: "My partner is a Buy As You View customer and while reading her customer magazine, I noticed that Buy As You View had made a community donation to a project in another area. I contacted their team to see whether the club would be eligible for the same type of help.

"They kindly donated an LCD TV with a built in DVD player for us to use as a raffle prize this summer and we can't wait to start selling tickets and raising money for the club."

The tickets will be sold at the club presentation evening on the 19th June and also at the inaugural Football Festival tournament on the 26th and 27th June. It is hoped that ticket sales will reach in excess of £400, the cost of shirts, shorts and socks for a full team.

Buy As You View marketing director, John Smith said: "As a growing company in the North West region, Buy As You View takes community engagement very seriously. The company strives to be part of the communities that we are in where the faces of our staff are well known. Donations like this mean a lot to local causes and we are happy to play our part in supporting them."

Buy As You View has more than 10,000 customers throughout the North West and employs 50 members of staff. The company sells a range of electrical goods and furniture for the home through a weekly repayment and credit facility.

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Notes to editors

Buy As You View (BAYV) is a retail and consumer finance company, selling a range of electrical goods and furniture for the home. It provides a coinmeter repayment and credit facility for a personal, convenient and manageable way to finance and plan purchases. Products are bought on a hire-purchase weekly-payment basis with no deposit and no credit checks.

Customers pay weekly for their products through the coinmeter which is linked to their television. Account managers visit customers on a regular basis to empty meters and offer after-sales customer care. BAYV is a responsible lender and, before offering credit, run through a full evaluation of affordability with each customer.

BAYV was established in 1972 in South Wales, initially operating out of a single Rhondda valley shop with

a direct sales team. The company grew and later expanded throughout the whole of South Wales with an extensive team of account managers servicing customers throughout the region. In 1999, BAYV embarked upon a UK expansion programme and now operates in the North East, Yorkshire, the Midlands, the North West and Scotland. The business employs 700 staff nationally and its customer base has almost tripled to nearly 100,000.

By offering top quality branded products, first class maintenance and after-sales support, it has become a leading retailer of domestic electrical products.

BAYV strongly supports responsible lending and treating customers fairly wanting to enable its customers to make purchases for their homes without creating additional financial problems. A significant number of BAYV's new customers are as a result of recommendations from its existing customer base (41%). This is seen as testament to the satisfaction that the products, payment method and service delivered to its customers. It is in the company's interest not to overburden its customers financially. BAYV wants its customers' experience of Buy As You View to be positive and for it to be 'the manageable way to buy things for their home'.

BAYV is a forward thinking customer-oriented company with ambitious plans to dominate the sector and become a significant player in the retail and consumer finance market in the UK through controlled profitable growth.

For more details, visit www.bayv.co.uk

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