

WELCOME

BIG ISSUE
CHANGING
LIVES CIC

OUR IMPACT
& DIGITAL
PILLARS

LEARNING &
EMPLOYMENT

FINANCIAL
& DIGITAL
INCLUSION

HEALTH &
WELLBEING

HOUSING

COMMUNITY &
ENVIRONMENT

SOCIAL
VALUE



Part of Big Group,
a certified B-Corp

BIG ISSUE CHANGING LIVES

Community Interest Company

IMPACT REPORT

APRIL 2024 – MARCH 2025



3,500

people supported
to earn an
income as
Big Issue vendors



£3.8 million
of collective
earnings for
vendors

BIG
ISSUE
RECRUIT
s.bigissue.com

WORK
THAT
WORKS
FOR YOU

we do?

Recruit is a free,
recruitment service
finding you work

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employment.

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Introduction

■ This past year has shown us, once again, that while the world around us changes, our mission remains essential. The number of people living in poverty in the UK is growing and Big Issue is determined to find new ways to end poverty.

3.8 million people are living in destitution in the UK. This includes disproportionate numbers of young people, people with disabilities, migrants and families with young children. Our work supports people within all these groups to earn, learn and thrive. As part of the wider Big Issue Group, we illustrate the impact of poverty, and poor housing, on individuals and we use these stories to campaign for change.

As the number of people facing poverty grows, so do our solutions. We can now offer a complete pathway for someone, from earning an immediate income on the streets to finding a secure, long-term job. We value the lived experience of our vendors, and through our peer mentor programme we are giving people the opportunity to build skills, confidence and move towards permanent employment.

The integration of Big Issue Recruit into Changing Lives is a significant step forward in creating new opportunities. This year we supported 90 people into long-term salaried employment and are working with a range of employers to create jobs for 100's more people next year. Almost 1 in 5 of people supported by Big Issue Recruit is aged between 18-24, and we are proud to be supporting these young people to get a first foot on the career ladder.

We live in an increasingly digital world. 53% of our vendors take cashless payments, and our partnership with giffgaff has enabled us to equip over 300 people with smartphones to stay connected with people and services. However, we also recognise that human connection remains key for our customers and vendors. The moment of stopping to buy a magazine is a conversation as well a transaction: it is an opportunity to talk, and listen, to someone with a different background in an increasingly fractured society. We want to retain these connections and understand how we can work more closely with local communities as we adapt our ways of working.

In the year ahead we will continue to innovate: introducing new cashless technology; delivering community roadshows that connect with local people, services and stories; developing a trainee programme. Creating more opportunities for more people affected by poverty.

Thank you for your ongoing support.



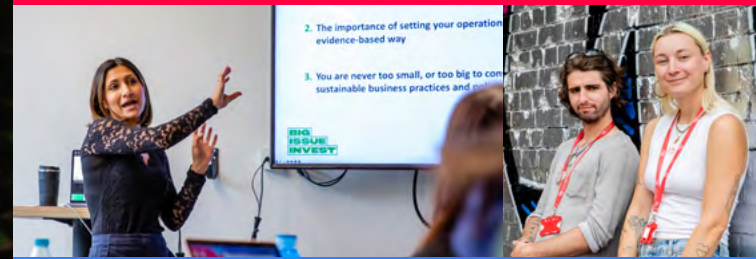
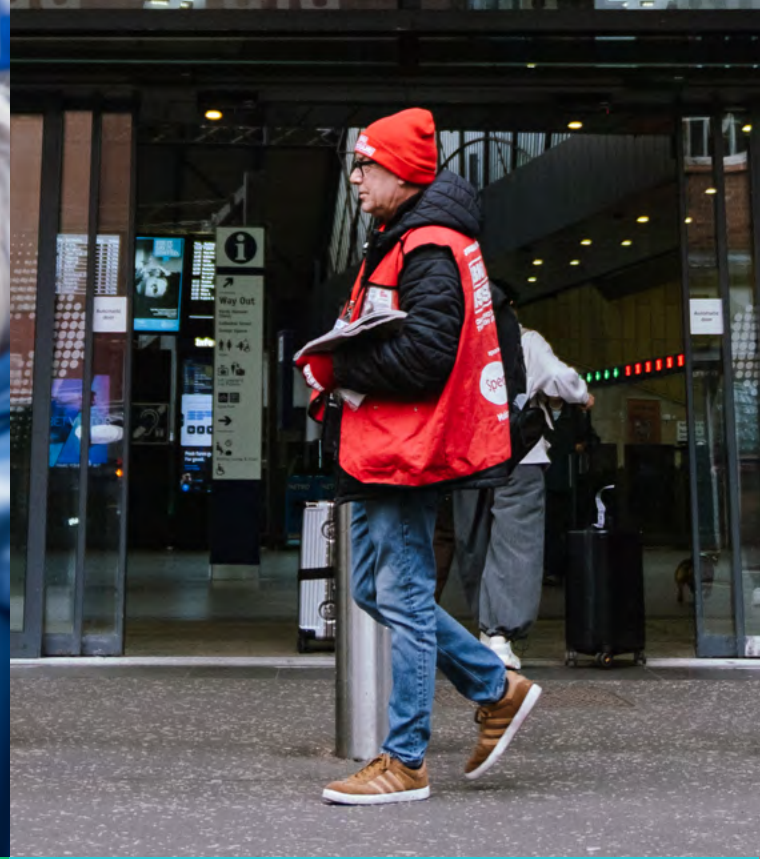
Catherine Parsons
Managing Director

BIG ISSUE CHANGING LIVES CIC

We are working to end poverty.



➤ **With 3.8 million people** in the UK experiencing destitution – and rising – Big Issue Changing Lives C.I.C. creates solutions and opportunities for people to work, earn, learn, and thrive.



Our Vision is a world that works for everyone.

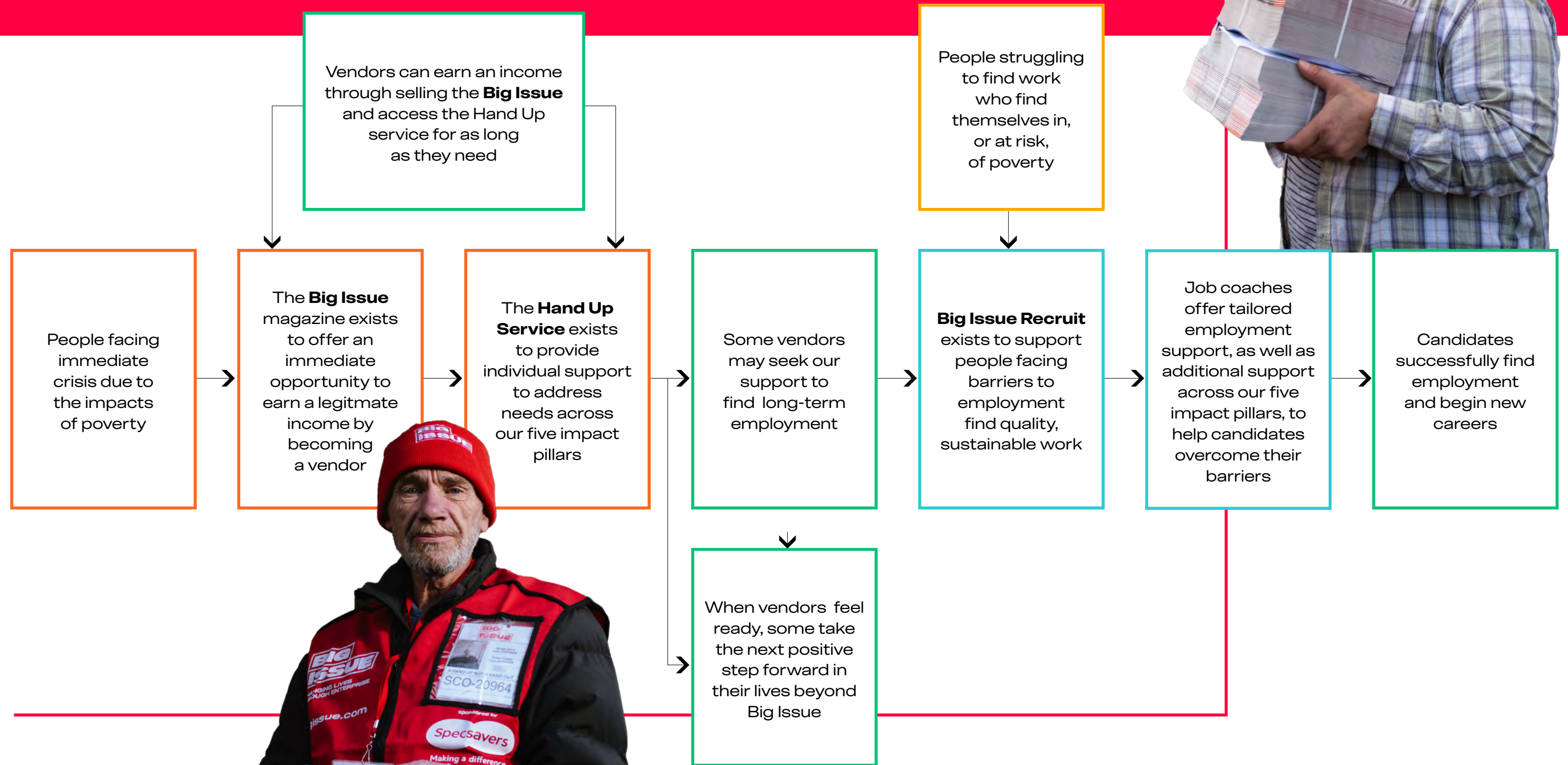
Our Mission is to dismantle poverty through social business solutions.

Big Issue Changing Lives C.I.C. launched in June 2023, bringing together our legacy services into a single, purpose driven organisation to deliver the most impactful support possible.

In April 2024, Big Issue Recruit became part of Big Issue Changing Lives meaning all of Big Issue Group's direct support services sit together within our Community Interest Company, enabling us to drive greater levels of impact for our customers.

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Our service model is a practical vehicle for change; enabling those we work with to access services, stay connected to support networks and pursue enterprise, training and employment opportunities.

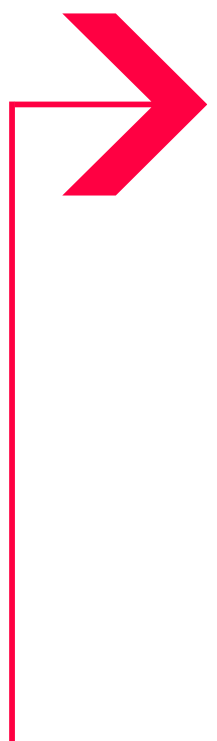


OUR IMPACT PILLARS

The work of Big Issue Changing Lives is not simply focused on achieving any one single outcome, we strive to create a ripple effect that transforms the lives of people and entire communities across multiple factors that contribute to causing and entrenching poverty.

By fostering collaboration, we work alongside the wider Big Issue Group with the aim to create long-lasting positive change. All our services deliver impact across one or more of our five impact pillars: learning & employment, financial & digital inclusion, housing, health & wellbeing, and community & environment.

Achieving outcomes in each of these impact pillars is pivotal to dismantling poverty in the UK.



Learning & Employment

We support people to develop skills through training, building upon pre-existing skills learned selling the magazine, and give support to update CVs, complete job applications and explore future career opportunities when they feel ready to take the next step.



Financial & Digital Inclusion

We support people with opening a bank account, budgeting, arranging access to specialist financial services, and give guidance on using devices to access essential services, such as online banking, and digital literacy sessions.



Health & Wellbeing

We support people to register with a GP and dentist, and make referrals to specialist health services, for example mental health services, addiction treatment, and access to essentials, such as food and fuel vouchers.



Housing

We support people to access safe and secure accommodation and work to prevent future homelessness by providing ongoing tenancy support.



Community & Environment

We support people to obtain a passport or other form of ID, develop language skills and support the building of valuable networks of social and community support.





IMPACT PILLAR

LEARNING & EMPLOYMENT



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The Big Issue was founded to offer those experiencing destitution and homelessness a way to earn a legitimate income through selling magazines. But over more than 30 years, the Big Issue has worked to support its customers to take the next step and move into more permanent employment options that bring greater stability and security to their lives.

■ 1.88 million people aged 16 to 64 are currently unemployed in the UK, this number has been steadily increasing since a post-pandemic low in June 2022¹. While unemployment grows, more and more people now find themselves in in-work poverty and increasing numbers find themselves in insecure low-quality jobs which lack things such as guaranteed hours to give the certainty of consistent income. Sustained low-quality employment can have significant knock-on impacts for a person's health and wellbeing².

Big Issue Recruit is now part of Big Issue Changing Lives, meaning we are able to deliver an end-to-end service to our customers that support people facing the most acute challenges of poverty all the way through to finding rewarding, high-quality work with reputable employers.



These are the highlights of the work we delivered between April 2024 – March 2025:

90

people supported into work

200

people supported to develop their CVs

90

people supported to complete training courses



More than
900 hours
of training delivered

110

interview preparation sessions delivered

91%

of customers achieved their Learning & Employment goals

8/10 average
quality rating for our Learning & Employment support

LEARNING & EMPLOYMENT

The Employment Gap: Supporting young job seekers

■ For many young adults, the transition from education to employment is fraught with challenges. High youth unemployment rates, coupled with a lack of professional experience, can create a cycle of low confidence and limited opportunities. The Office for National Statistics reported that between March and May 2025, the UK's unemployment rate for 16–24 year-olds stood at 14.2%³, significantly higher than the overall unemployment rate of 4.7%⁴. Beyond these figures, mental health issues are a major barrier to employment; a recent survey found that 18% of young people (16–25) in the UK had not applied for work due to their mental health. The same survey found that 62% of young people recognise having a job is good for mental health⁵.

These challenges are often compounded by financial hardship, making it difficult to afford travel for interviews or to invest in new skills. Many young people, like Hollie, find themselves with low self-esteem and a poor CV, unsure of how to navigate the professional world. As the following story reveals, personalised, compassionate support, like that offered by Big Issue Recruit, is key to breaking this cycle, helping young adults build the confidence and skills needed to secure a stable future.

HOLLIE'S STORY

From Low Self-Esteem to a New Career

18%
of Big Issue Recruit
Candidates are aged 18-25



→ Hollie's story shows how personal challenges, and a lack of support can create significant barriers to employment for young adults. Growing up, she faced a difficult home life and struggled with her education, leading her to decide against going to university. The years that followed were marked by low mood, low self-esteem, and a poor CV, leaving her unsure how to begin her career. Living on just £5 a week, she faced the practical challenge of not being able to afford bus fares, severely limiting her job search. "My CV wasn't very good, I wasn't sure how to begin going into the working world," she reflects, capturing the sense of anxiety many young people feel at the start of their journey.

A Personalised Approach with Big Issue Recruit

Hollie's luck began to change when she was introduced to Big Issue Recruit. She was immediately connected with a dedicated Job Coach who took the time to get to know her personally. "He got to know me very well, he got to know my likes and dislikes," she recalls. This personalised approach was a crucial departure from past experiences, making her feel like an individual, not just "a number."

“**My CV wasn't very good, I wasn't sure how to begin going into the working world**”

When a suitable role as a Sales and Services Executive with C&C Group was found for Hollie, her old anxieties resurfaced. She worried she would "freeze up" during the interview. To address this, her Job Coach proactively contacted the company on her behalf, learning the specific questions she would be asked. He then used this information to prepare her through interview training, and bolstered her confidence with positive affirmations like, "you can do this" and "any job would be lucky to have you."

A New Chapter of Hope

When the day of the interview arrived, Hollie's nerves were high, but her hard work paid off. By remembering the practice questions and her newfound confidence, she aced the interview. Just a few days later, C&C Group called with the good news: she had got the job. Her immediate reaction was a mix of joy and relief, symbolised with a celebratory takeaway that night, "it was sort of an appreciation of the start of a new chapter in my life," she says.

For Hollie, the support from Big Issue Recruit was invaluable. It not only helped her secure a job quickly but also provided the emotional and practical tools she needed to overcome her self-doubt. "I really recommend people seeking the support of Big Issue Recruit because it's been such a positive and overwhelming experience," she concludes. Her story is a powerful reminder that with the right guidance and a compassionate hand, young people can successfully navigate the challenges of finding employment and build a confident, independent future.



IMPACT PILLAR

FINANCIAL & DIGITAL INCLUSION



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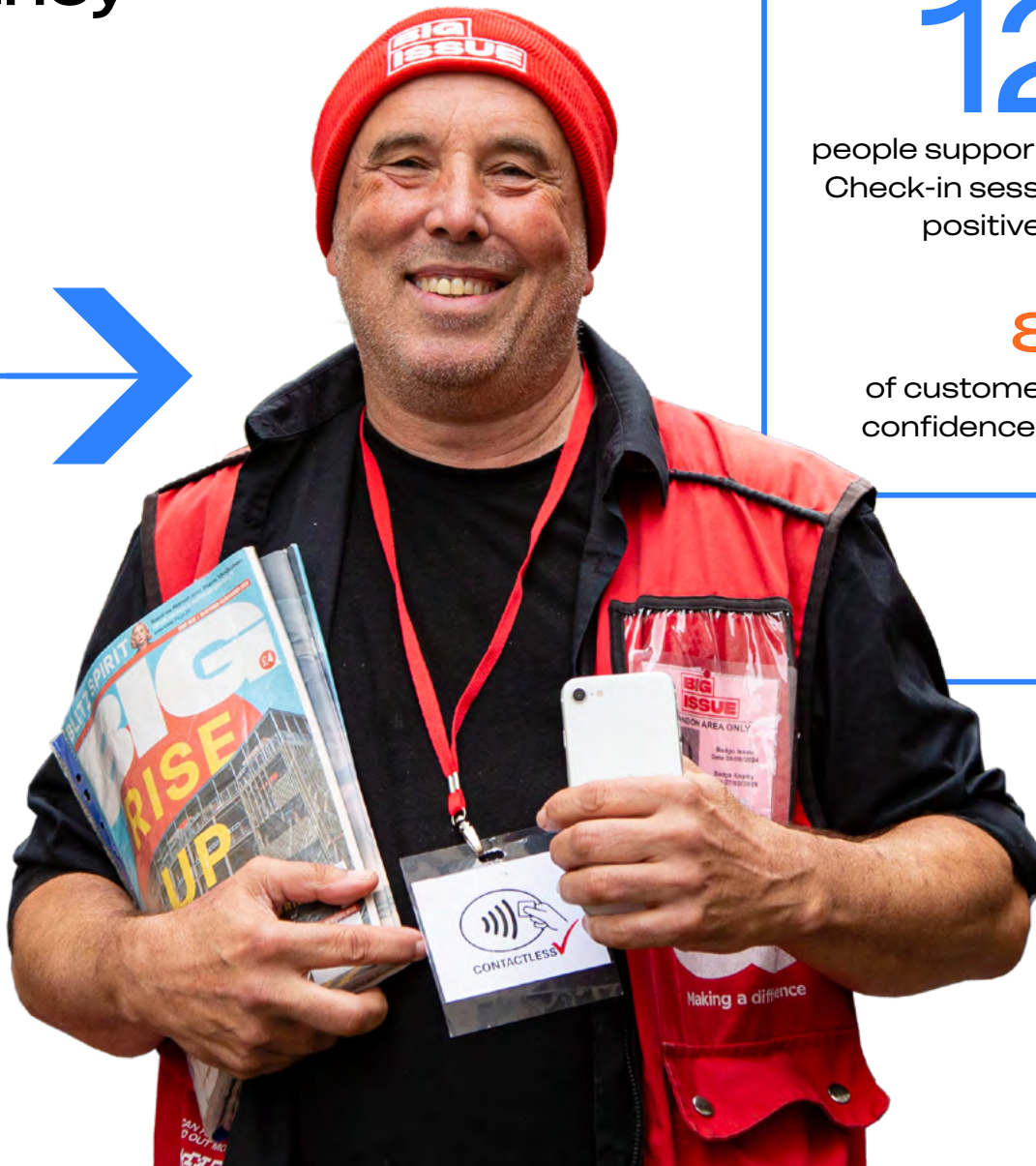
SOCIAL VALUE

FINANCIAL & DIGITAL INCLUSION

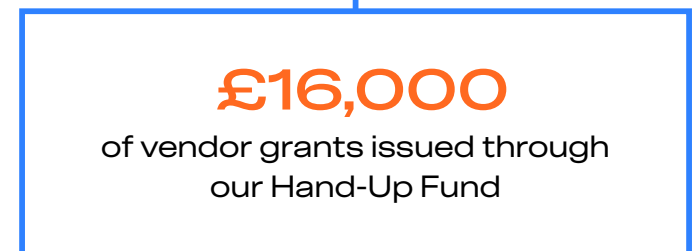
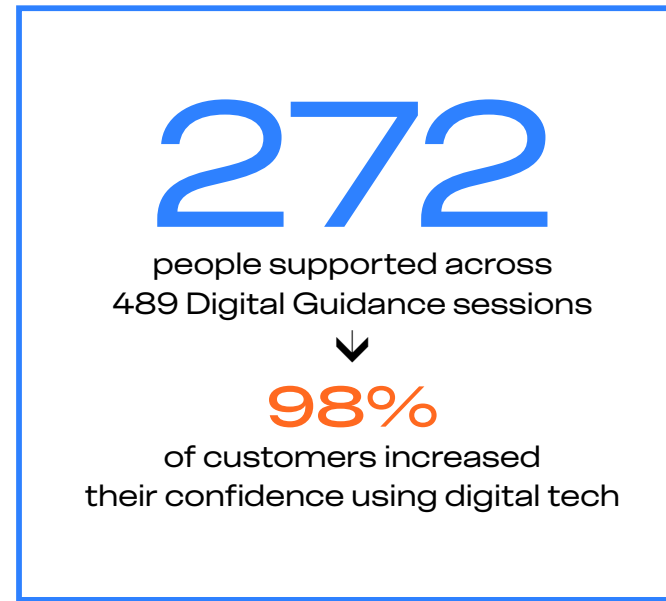
The Big Issue exists to offer those most in need with a means of earning a legitimate income and a way of working their way towards greater financial resilience and inclusion. Big Issue vendors also have access to additional support to help them set personal budgets, address unmanageable debt issues, and access the benefits they are entitled to.

■ However, in recent years it has been clear that financial exclusion cannot be properly addressed without also addressing digital exclusion as the two can often cause a worsening cycle of exclusion for individuals and families.

Those faced with digital exclusion can often not afford the connections and devices that allow them to properly access financial services in the modern digital world. That could mean being unable to take advantage of digital banking systems or being unable to access online shopping where the best prices will often be found for household goods, food, and travel tickets.



These are the highlights of the work we delivered between April 2024 – March 2025:



FINANCIAL & DIGITAL INCLUSION

The Invisible Burden: Supporting parents living in poverty

■ For parents raising young families in poverty, the daily reality is a relentless struggle to meet basic needs, often intensified by additional social and economic barriers. Beyond the immediate financial strain, poverty can severely impact a parent's mental well-being, leading to increased stress, anxiety, and depression as they grapple with insecurity and a lack of resources. The Child Poverty Action Group highlights that, 4.5 million children currently living in poverty in the UK, with children from global majority ethnic backgrounds being disproportionately affected.⁶

Immigrant parents often face compounded challenges, including language barriers, difficulties with professional accreditation, and navigating complex social support systems that can limit employment options and deepen isolation. These constant pressures can reduce a parent's capacity to engage in activities outside the home, impacting their mental health and sense of self-worth. Paula's story shows that parents facing these challenges are not just seeking income but also flexibility, community, and a pathway to independence; all of which can be found through selling the Big Issue.

PAULA'S STORY

From Isolation to Independence

➔ Paula, a 21-year-old from Romania, moved to the UK six years ago and now dedicates her life to raising her two young children. Living with her husband's parents, Paula faced significant hurdles in finding traditional employment. Language barriers, a lack of formal qualifications, and the demanding reality of caring for two small children meant that conventional jobs were simply out of reach. This left her feeling isolated and anxious, "always home, not feeling very well because I was always inside with the kids."

More than
50%
of Big Issue vendors
have children under
the age of 18

Finding Freedom and Financial Independence with The Big Issue

Two years ago, Paula discovered Big Issue, something that transformed her life. "The position at Big Issue is good for me because it's very flexible," she explains, highlighting the crucial ability to manage her work around her family's needs. This flexibility was a lifeline, allowing her to earn money and escape the confines of her home, which had fuelled her anxiety. "I was always cleaning the house, and looking after the kids, my head was like oh my god... because I needed to speak with someone." Big Issue provided not just income but a vital social outlet, helping her overcome her shyness and connect with people. "I used to be scared talking and telling people my problems and now I'm okay with that."

Beyond the financial aspect, Big Issue offered tangible support that directly addressed her family's poverty. Paula was provided electric and gas vouchers and helped with the purchase of an air fryer and even a new washing machine when hers broke – practical help that eased the financial burden on her and her husband. Crucially, Big Issue gave Paula her own income, fostering a profound sense of independence. "Now I always have money, my money. No need to ask my husband for money," she proudly states. This personal income means she can now afford essentials for her children, like "more clothes, or when I go out with them if my daughter wants some sweets I will just go and buy them."

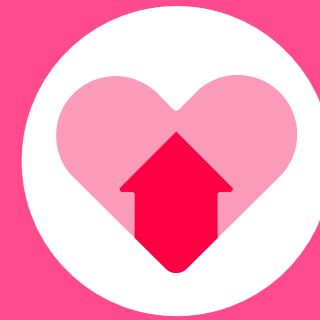
Building Community and Hope for the Future

Paula's pitch has become a vibrant community, providing not just sales but genuine human connection. Her customers are "like a family, people love you," offering understanding and support. She recalls a particularly touching moment when a regular customer presented her with a Christmas gift for her and her children. Despite facing judgment from some who question why a "young lady" is selling magazines, Paula steadfastly defends her work: "Big Issue is work, it's not begging... I come every day; I stay in all weather."

Big Issue has empowered Paula not only financially but emotionally, giving her a sense of purpose and a supportive network that helps alleviate her anxiety. She feels "free" and "happy to be here," appreciating the flexibility and the strong support from the Big Issue team, especially Natalie, whom she considers "like a sister-in-law." Though worries about her children's future persist, Paula remains determined. "I'm proud because I can do something for my kids," she affirms, embodying resilience and hope in the face of adversity.

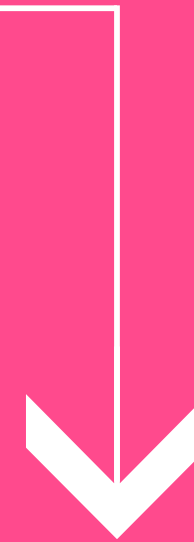
“
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IMPACT PILLAR

HEALTH & WELLBEING



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HEALTH & WELLBEING

The Big Issue has long supported its customers to address the health and wellbeing challenges they face based on the understanding that good health and wellbeing is a not only a positive impact in and of itself for people, but the good health of a population also creates wider social and economic impact.

These are the highlights of the work we delivered between April 2024 – March 2025:

140

people supported across 289 Health Guidance sessions

64%

of customers improved their physical health

215

people supported across 324 Energy Check-ins resulting in 1,296 positive interventions⁷

743

fuel vouchers distributed in partnerships with British Gas Energy Trust and Fuel Bank Foundation

69

people supported across 140 Mental Health Guidance sessions

76%

of customers improved their mental health

72

people supported to access eye & ear care with Specsavers

8/10 average

quality rating for our Health & Wellbeing support



Big Issue has throughout its history supported those with complex and multiple needs around physical health, mental health, access to healthcare, food poverty and malnutrition, fuel poverty, and substance misuse and addiction.

Since 2011, we have made more than 36,000 interventions to support customers on Health & Wellbeing, which makes it, historically, the area of greatest need for Big Issue vendors.

HEALTH & WELLBEING

The Lasting Echoes of Childhood Trauma

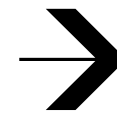
■ Adverse Childhood Experiences (ACEs) – such as neglect, abuse, or household dysfunction – cast long shadows, with the potential to profoundly impact an individual's life well into adulthood. These early traumas are strongly linked to a higher risk of developing a range of health and social problems. For instance, individuals with four or more ACEs are significantly more likely to experience mental health issues like depression and anxiety, with one study finding a four to twelve-fold increase in such risks.⁸ They are also at a higher risk of developing substance misuse disorders, with a clear correlation between the number of ACEs and the likelihood of addiction.⁹

The ripple effects extend to homelessness and unemployment, as early trauma can disrupt education, social development, and the ability to maintain stable relationships or employment. Without targeted support, individuals can find themselves caught in a cycle of instability, struggling to overcome the invisible wounds of their past. John's story shows how such childhood experiences can manifest as adult challenges and, crucially, how dedicated support from organisations like The Big Issue can provide a pathway to healing and a brighter future.

Almost **20%** of people we support are living with a disability or long-term health condition

JOHN'S STORY

From Childhood Trauma to Heart of the Community



John's journey is a powerful testament to overcoming profound childhood trauma and its lasting adult repercussions.

At just 14, John developed anorexia, a coping mechanism that he now understands was linked to his mother's severe illness. "My mum had a brain tumour at the time, everybody was worried about her and nobody really was worried about me," he reflects, acknowledging that while he was looked after, he didn't feel seen. This early experience with a lack of control and emotional distress laid the groundwork for future struggles, demonstrating how deeply adverse childhood experiences can embed themselves in a person's life.

Battling Addiction and Finding Stability

As an adult, the unresolved trauma manifested in severe addiction. John became an alcoholic for "a good few years," losing jobs and causing deep worry for his parents. After multiple visits to treatment centres, he found sobriety in Weston-Super-Mare, remaining sober for an incredible 20 years. However, the underlying issues resurfaced when he returned to Swansea. Stress triggered a new eating disorder – bulimia – which led to rapid, life-threatening weight loss. "That nearly killed me," he states, highlighting the complex and persistent nature of his trauma. This period also plunged him into homelessness for the first time, relying on night shelters and hostels before securing his own place.

John first found the Big Issue during his time in Weston, initially seeking something "to keep me occupied and to give me money." When he returned to Swansea and found himself homeless, he once again turned to the Big Issue for support, recognising it as a "vital lifeline."

Big Issue provided not just income but stability, purpose, and a crucial support system. Big Issue helped him get set up on a sales pitch, provided a card reader for contactless payments, and supplied



It doesn't matter what background you have, there's always a light at the end of the tunnel.

a laptop and phone to help him stay connected – practical tools that helped bridge the gap between his past struggles and his present need for stability. "I know that there's always somebody at the end of the phone that I can talk to."

A New Path to Connection

Today, John thrives in his role as a Big Issue vendor, finding purpose in connecting with his customers. "I like talking to the customers, getting to know them, getting to know the families," he explains, describing how he's seen children grow up and formed close bonds within his community in Killay. He takes pride in his work, viewing it as a "proper job" that requires budgeting, dedication and the need to challenge misconceptions about vendors. His commitment is unwavering: "I'll go in any weather. I've got to show willing; I've got to show my face."

Beyond selling, John is active on LinkedIn, promoting his pitch and connecting with people from across the globe – a testament to his proactive approach and a modern twist on vending. He is immensely proud of his sobriety and survival, acknowledging that without it, he "wouldn't be here now." John's ultimate hope is that his journey – through anorexia, bulimia, and alcoholism – will inspire others: "It doesn't matter what background you have, there's always a light at the end of the tunnel." His story is a powerful reminder that with resilience and the right support, healing is possible, and a life of stability and connection can be built.



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IMPACT PILLAR HOUSING



HOUSING

The Big Issue magazine was originally founded as a business solution to the growing homelessness crisis in London in the early 1990s. We therefore understand secure, quality housing is one of the key foundation stones for individuals and families living in poverty to take positive steps forward.

■ Although individuals do not need to be homeless to become a Big Issue vendor, 30% of those we support are either homeless or vulnerably housed with many others living in overcrowded housing, poor quality housing or are struggling with recent rent increases.

With this understanding, we support customers to address their personal challenges around housing. That may be by supporting those facing homelessness into secure housing or by advocating on behalf of our customers to remain in their existing homes during challenging times.



These are the highlights of the work we delivered between April 2024 – March 2025:

16
vendors supported to find new, secure places to live

127
vendors supported across 291 Housing Guidance sessions
↓
79%
of customers improved their housing situation

110
referrals made to housing providers, including Local Authority and social housing providers

More than £5,000
of household energy saving equipment distributed

8/10 average
quality rating for our Health & Wellbeing support

HOUSING

Fighting for a suitable home: the UK's accessible housing crisis

■ The United Kingdom is in the midst of a severe and growing crisis in accessible housing. A staggering 12 million people in the UK with accessibility issues are living in homes that do not fully meet their needs, a shortfall that has only worsened over the last decade.¹⁰

This "accessibility gap" leaves millions of individuals struggling with daily life, often facing a lack of basic features like wheelchair access, appropriate bathrooms, and sufficient space. This isn't just an issue of convenience; it's a matter of health, dignity, and independence. The shortage forces many disabled people to live in conditions that actively harm their physical and mental well-being, as well as their ability to participate in society. The human cost of this systemic failure is immense, and it's a problem that affects people across the country.

12 million people in the UK with accessibility issues are living in homes that do not fully meet their needs

JASON'S STORY

From sub-standard home to a national campaign

➔ Jason's story demonstrates not only how Big Issue Changing Lives can support individuals who are facing challenges around their housing but also how, as a national media publication, the Big Issue magazine can amplify the voices of people who are not usually heard in the fight for social justice.



A Daily Battle Against Unsuitable Housing

Jason is a Big Issue vendor and an amputee who uses a wheelchair. His ordeal began in 2014 when he was housed in a second-floor flat. The broken lift often forced him into the degrading and physically draining position of "crawling up the stairs." Although he was moved to a new ground-floor property in 2022, his struggles continued. This house is not wheelchair-accessible, limiting his mobility and causing damage to the property as he navigates it. As a Barnet Council occupational therapist noted, his health has been deteriorating, yet two years after a recommendation for a transfer, he remains in the same unsuitable accommodation.

Jason feels discriminated against and questions the fairness of paying £153 a week in rent and council tax for a home that is actively harming his health. "I've never lived in a wheelchair-adapted property," he states, his frustration and exhaustion palpable. The managing housing association has admitted to "service failings in complaint handling," but Jason's core demand for a suitable home and an admission of discrimination has yet to be met.

“I've never lived in a wheelchair-adapted property.”



The Big Issue: A Platform for Advocacy

Jason's story has not gone unheard. The Big Issue has used its media platform to not only tell his personal story but to make a powerful case for wider change. The magazine featured his case, giving a human face to the statistics that reveal a growing national problem. Data from the Centre for Ageing Better shows a widening "accessibility gap": while the disabled population in England grew by 4.7 million between 2009 and 2022, the number of fully accessible homes only increased by 2.4 million. This growing deficit leaves 12.8 million disabled people without a suitable home.

By showcasing Jason's journey and linking it to this broader data, The Big Issue turns his personal fight into a campaign for all. It demonstrates our commitment to fight for vendors and how we can transform their stories into a rallying cry for policy reform. Jason's story is evidence to the magazine's role as a vital media outlet, giving a voice to those who need it most and proving that a single voice can spark a national conversation for systemic change.



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IMPACT PILLAR
**COMMUNITY &
ENVIRONMENT**



COMMUNITY & ENVIRONMENT

Since the first Big Issue vendors sold magazines on high streets back in 1991, the Big Issue has been part of local communities and as such vendors often feel they are part of the community in which they sell, and make meaningful long-term connections with many of their customers.

■ Already being a recognisable name in many communities, we have always worked to unite communities in supporting the prevention of poverty. Through the expansion of our own direct services, our campaigning, and journalism we continue to build a network of individuals and organisations working towards a shared goal of dismantling poverty and to change lives through enterprise.

These are the highlights of the work we delivered between April 2024 – March 2025:

70

vendors supported across 206 Citizenship Guidance sessions

24

vendors supported to improve their social networks with family and local communities

More than 600 hours

of peer support delivered by our 44 Equal-to-Equal¹¹ mentors



COMMUNITY & ENVIRONMENT

Co-developed support for a marginalised community



■ It is estimated that more than 200,000 Roma live in the UK, and this is a population experiencing structural discrimination and exclusion, and barriers to accessing basic services such as education, housing and employment.

Over the last two decades Big Issue has worked closely with many individuals from the Roma community, and we are now collaborating with the Roma Support Group (RSG) to develop a project to empower the Roma community. The project will provide

the tools to enable individuals to plan, develop and deliver training to organisations with the aim of improving the level and quality of engagement between statutory and community agencies and members of the Roma community.

The project has just completed the first year of a planned three-year delivery period and has engaged with individuals from the Roma community, and organisations, in London and Birmingham, before expanding to more areas in years two and three.

DANIELA'S STORY

Applying Lived Experience

➔ Daniela, a young Roma mother in her 20s, and a Big Issue vendor, has experienced a remarkable transformation during the first phase of this project. After being trained by the Big Issue as a peer mentor, she continued selling the magazine while taking on a new and challenging role – co-delivering training sessions to professionals in partnership with the RSG.

When she first joined the training team, Daniela was quiet and unsure of herself, and hesitated to share her thoughts. But with ongoing mentoring, encouragement, and real opportunities to get involved, she gradually began to come out of her shell.

As more training sessions were delivered, Daniela began to take her own notes, reflect on the content, and contribute her lived experience. Her personal insights started to shape the training itself, making it more authentic, and relatable for professionals. Over time, she gained the confidence not just to speak up, but to lead. Daniela now presents her own sections of the training and responds to questions from professionals with thoughtfulness and clarity.

Her contributions have made the training stronger and more impactful. Daniela's journey highlights the power of lived experience in professional learning – and shows how investing in Roma individuals as leaders can build confidence, shift perceptions, and create real change.

144
professionals from
43 organisations
received training

100%
of participants
found the training
useful

73%
reported their
knowledge of
the Roma culture
and community
increased

COMMUNITY & ENVIRONMENT

Local jobs supporting green community transport

■ In a significant partnership with dott (formerly known as Tier), the micromobility provider for the West of England Combined Authority, Big Issue Recruit has demonstrated its core mission of connecting people facing barriers to employment with sustainable work. Since winning the contract to operate e-scooter and e-bike schemes in Bristol and Bath, BIR has collaborated with dott as recruitment partner to build its local operations team. This partnership highlights a shared commitment to social good, ensuring that the service not only provides a convenient transport option but also creates job opportunities for people in the community.

Big Issue Recruit has recruited a team of 10 Rangers, the on-the-ground operational staff who maintain and manage the fleet, from its local candidate pool of people previously struggling to find employment. One such Ranger, Neil, found that the partnership helped him regain a sense of purpose after a period out of work. "Getting up and going to work makes you feel like you belong, like you have a place. It gives everyone a reason to be around."

The partnership's impact extends to the wider community in Bristol and Bath. By employing local people, the scheme contributes to the regional economy and ensures that the operational team has unparalleled local knowledge. The Rangers' work, which includes ensuring vehicles are charged, maintained, and properly parked, directly contributes to the smooth and safe running of the micromobility service. The scheme also has a significant positive environmental impact by encouraging a shift away from car travel for short journeys. Big Issue Recruit are now also partnered with dott in Nottingham and have recruited Rangers in the city for a micromobility scheme launched during spring 2025.

“Getting up and going to work makes you feel like you belong, like you have a place. It gives everyone a reason to be around”

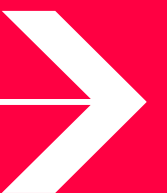
10 Ranger
roles, enabling

480,000

people to make 3.3 million
sustainable journeys



THE SOCIAL VALUE OF BIG ISSUE CHANGING LIVES



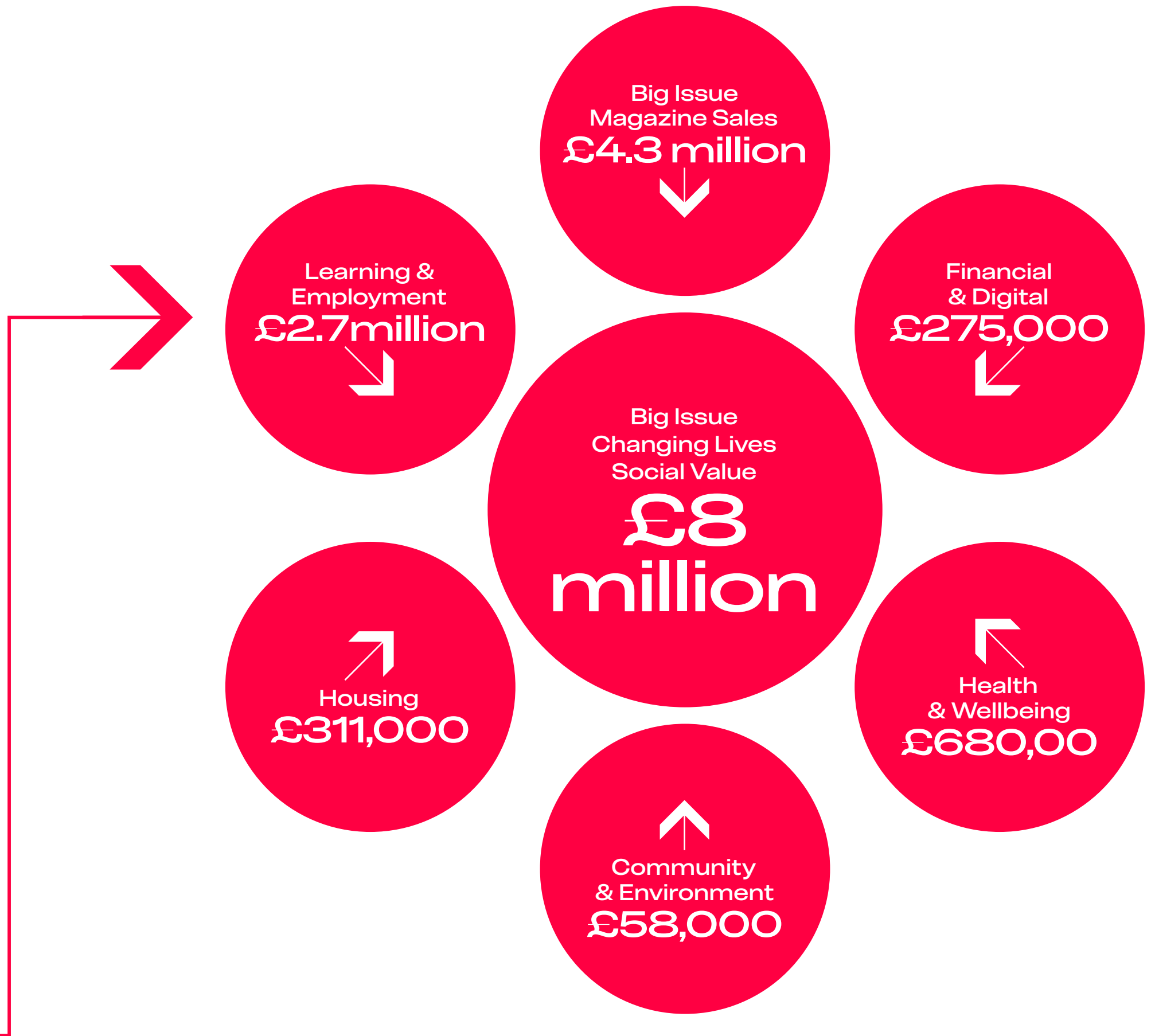
THE SOCIAL VALUE OF BIG ISSUE CHANGING LIVES

Big Issue Changing Lives understands the importance of being able to express its work and impact through the means of social valuation. Social valuation measures the positive (and negative) value created by businesses through their operations and services that can benefit the economy, communities, and individuals.

■ Big Issue Changing Lives has established a social value framework which can be used to demonstrate the monetary social value of its work using financial proxies. These proxies have been influenced by previous Social Return on Investment work carried out by Big Issue Group.

In the period covered by this report, Big Issue Changing Lives is estimated to have created social value worth **£8 million**^{12,13}

When taken against the operational costs of delivering services, Big Issue Changing Lives cost/benefit ratio is **£1: £2.90** or, for every **£1** spent on delivery **£2.90** of social value was created.



THE SOCIAL VALUE OF BIG ISSUE CHANGING LIVES

Impact Area	Output/ Outcome	Number achieved	Valuation approach (monetary)	Monetary valuation	Deadweight %	Displacement %	Attribution %	Drop off %	5-year Impact calculation
MAGAZINE SALES	Income from magazine sales	1	Income for disadvantaged groups based on magazine sales	£3,809,510.50	0%	0%	50%	0%	£1,904,755.25
	Economic Multiplier on Magazine Sales Income	1	Multiplier calculated and based on research conducted by BIG. Vendor MPC = 39% Multiplier = 1 / (1-0.39) Multiplier = 1.64	£2,438,086.72	0%	0%	0%	0%	£2,438,086.72
	SUBTOTAL £ 4,343,000.00								
LEARNING & EMPLOYMENT	Learning & Employment - direct guidance	348	Hourly rate of Paralegal	£139.00	10%	0%	10%	0%	£38,697.60
	Learning & Employment - referrals	83	Hourly rate of Paralegal	£139.00	30%	0%	30%	0%	£4,614.80
	E2E mentor training completed	19	Average cost of training course - average from training providers	£349.00	0%	0%	0%	50%	£6,631.00
	E2E mentoring completed	14	Average cost of one hour of life skills mentoring	£50.00	0%	0%	0%	0%	£700.00
	E2E Mentor Shift	77	National Living Wage* 7 hour shift	£85.47	0%	0%	0%	0%	£6,581.19
	Secured employment	90	GMCA Unit Cost Database valuation	£19,153.00	10%	10%	10%	50%	£2,279,207.00
	Preventing an ex-offender from returning to prison by supporting them into employment	9	Average cost of prison prevention from Gm Unit Cost Database	£48,409.00	76%	0%	0%	0%	£313,690.32
	Created CV	199	Cost of service to write/ update CV	£175.00	10%	0%	10%	50%	£27,860.00
	Completed training or education	83	Average cost of training course - average costs from training providers	£349.00	30%	10%	30%	50%	£16,490.25
	Secured volunteer role	6	5 hours of volunteering per week for 6 months* UK Living Wage	£1,512.00	20%	10%	30%	0%	£3,628.80
SUBTOTAL £ 2,654,000.00									
FINANCIAL & DIGITAL INCLUSION	Financial & Digital Inclusion - Direct Guidance	1087	Hourly rate of Paralegal	£139.00	10%	0%	10%	0%	£121,138.00
	Financial & Digital Inclusion - Referrals	179	Hourly rate of Paralegal	£139.00	30%	0%	30%	0%	£9,952.00
	Connect Digital Training Session	115	Cost of equivalent digital inclusion training	£145.00	20%	0%	10%	50%	£20,427.00
	Energy supplier switch	1	Potential savings of switching supplier	£ 200.00	15%	0%	15%	50%	£245.00
	Opened bank account	10	Potential benefit through savings due to having a bank account	£485.00	15%	0%	15%	50%	£5,941.00
	Secured Benefits	10	Annual Universal Credit for a single adult, outside London	£14,753.00	30%	0%	30%	50%	£59,012.00
	Hand-Up Fund	1	Total value of grants to vendors	£16,663.00	0%	0%	0%	0%	£16,663.00
	Vendor cashless enabled	17	Average additional annual income due to cashless	£520.00	0%	0%	0%	50%	£15,470.00
	Digital equipment	136	Average cost item	£111.00	0%	0%	0%	50%	£4,614.00
	Databank SIM card issued	46	Monthly Value of Data (£10)* 6 Months	£60.00	10%	0%	50%	0%	£1,104.00
SUBTOTAL £ 274,600.00									

Impact Area	Output/ Outcome	Number achieved	Valuation approach (monetary)	Monetary valuation	Deadweight %	Displacement %	Attribution %	Drop off %	5-year Impact calculation
HEALTH & WELLBEING	Health & Wellbeing - Direct Guidance	2439	Hourly rate of Paralegal	£139.00	10%	0%	10%	0%	£271,216.80
	Health & Wellbeing - Referrals	348	Hourly rate of Paralegal	£139.00	30%	0%	30%	0%	£19,348.80
	Specsavers eye health appointment	81	Cost of Appointment	£64.00	0%	0%	0%	0%	£5,184.00
	Registered with GP	8	Avoidance of future visit to A&E	£166.00	30%	0%	30%	0%	£531.20
	Secured access to addiction treatment service	3	Annual savings resulting from reductions in drug-related offending	£4,351.00	30%	0%	30%	0%	£5,221.20
	Secured dental care	4	Hourly cost of Dentist	£104.00	30%	0%	30%	0%	£166.40
	Secured mental health care	2	Average cost of service provision for adults suffering from depression and/or anxiety disorders	£6,333.00	30%	0%	30%	0%	£5,066.40
	Mental Wellbeing Uplift	1056	Longitudinal value of change in wellbeing using SWEMWBS	£1,290.26	27%	13%	35%	0%	£340,628.64
	2024 Winter Kit: Gregg's voucher	723	Average voucher value	£5.80	0%	0%	30%	0%	£2,935.38
	2024 Winter Kit: Hat	600	Average value	£5.00	0%	0%	0%	0%	£3,000.00
	2024 Winter Kit: Poncho	524	Average value	£10.00	0%	0%	0%	0%	£5,240.00
	Fuel Vouchers	396	Average value	£45.00	10%	0%	30%	0%	£10,692.00
	Clothing	50	Average value	£20.00	0%	0%	0%	0%	£1,000.00
	Supermarket or other shopping voucher	425	Average value	£20.00	0%	0%	0%	0%	£8,500.00
	Toiletries or sanitary items	79	Average value	£10.00	0%	0%	0%	0%	£790.00
	Warm room pack	42	Average value	£25.00	10%	0%	30%	0%	£630.00
SUBTOTAL £680,150.82									
HOUSING	Housing - Direct Guidance	291	Hourly rate of Paralegal	£139.00	10%	0%	10%	0%	£32,359.20
	Housing - Referrals	110	Hourly rate of Paralegal	£139.00	30%	0%	30%	0%	£6,116.00
	Secured new housing	17	GMCA Unit Cost Database valuation	£26,814.00	30%	0%	30%	50%	£272,832.00
SUBTOTAL £311,307.20									
COMMUNITY & ENVIRONMENT	Community & Environment - Direct Guidance	257	Hourly rate of Paralegal	£139.00	10%	0%	10%	0%	£28,580.00
	Community & Environment - Referrals	156	Hourly rate of Paralegal	£139.00	30%	0%	30%	0%	£8,673.60
	Gained official ID	8	Average cost of ID	£30.00	10%	0%	10%	0%	£192.00
	Secured citizenship status	10	Cost of applying for UK citizenship	£1,735.00	10%	0%	30%	50%	£ 20,610.00
	SUBTOTAL £58,000.00								

GRAND TOTAL SOCIAL VALUE £8,300,000.00

OPERATIONAL COSTS £2,800,000.00

SOCIAL VALUE RATIO £1: £2.90

REFERENCES

1. [Office for National Statistics](#)
2. [The Health Foundation](#)
3. [House of Commons Library](#)
4. [Office for National Statistics](#)
5. [The Prince's Trust Natwest Youth Index 2024](#)
6. [Child Poverty Action Group](#)
7. We capture our energy work in our Health & Wellbeing impact pillar, as although this work focuses on keeping house warm and lights on, the negative consequences of not offering this support is to human health and at its most extreme can pose a risk to life.
8. Felitti, V. J., et al. (1998). "[Relationship of Adverse Childhood Experiences to Adult Health Status: The ACE Study.](#)"
9. Dube, S. R., et al. (2003). "[Relation of adverse childhood experiences to adult health care utilization.](#)"
10. [Centre for Aging Better](#)
11. Equal-to-Equal mentors are Big Issue vendors who have been trained as peer mentors and are paid for the time they spend mentoring other vendors.
12. All social value figures presented are discounted values and account for attribution, displacement, deadweight, and drop-off, where appropriate.
13. An attribution of 50% has been attributed to the social value generated from the sales of the Big Issue magazine, the remaining 50% has been attributed to Big Issue Media, who are responsible for producing the magazine.

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**BIG
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CHANGING
LIVES**

Community Interest Company

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