

BIG ISSUE CHANGING LIVES

Community Interest Company

Impact Report

June 2023 – March 2024



Certified



Corporation



Introduction from Managing Director, Catherine Parsons



■ Big Issue Changing Lives CIC is part of the Big Issue Group. It was established in June 2023 following the decision to merge the frontline sales operation, part of the Big Issue media business which supports vendors selling the magazine, and Big Issue Foundation, Big Issue's charitable arm which for 28 years provided frontline services around wellbeing, debt, mental health and employment support.

Big Issue Changing Lives' frontline team provides people affected by poverty - including Big Issue vendors and those furthest from the job market - the ability to earn a living, access training, and build a better future for themselves. I am proud that between June 2023 and March 2024, we have supported 3,191 people, with vendors collectively earning £3.4 million through selling the magazine.

We have invested in our staff, providing training and creating integrated teams with the knowledge, skills and flexibility to provide support to our community both in meeting their immediate need to earn an income, whilst also addressing their long-term needs. We do this by working alongside individuals, building trusting relationships, and focusing on their strengths in order to build confidence, expand skills, and gain access to essential services.

14.4 million people in the UK are affected by poverty¹. Big Issue Changing Lives continues to support people to earn a legitimate income through selling the Big Issue magazine on the streets across the country, and to support them in building skills and social networks. However, we are also committed to developing and delivering more ways to support people to work their way out of poverty. In the year ahead we will be testing new ways of working, including facilitating vendors to set up personalised websites, introducing a new sales traineeship programme, and developing new partnerships to improve our health and wellbeing support and bolster the financial and digital capability of Big Issue vendors and candidates.

An important part of this vision is to support more people with barriers to employment to find and sustain work. We will achieve this through Big Issue Recruit² - our own in house, end-to-end recruitment service - that works with employers to place and retain candidates from marginalised communities who have been trained and supported to become work ready. To date we have placed 136 candidates in jobs and have ambition to scale and support thousands of people every year.

Thank you for your ongoing support for the work of the Big Issue, it is more important now than ever before.

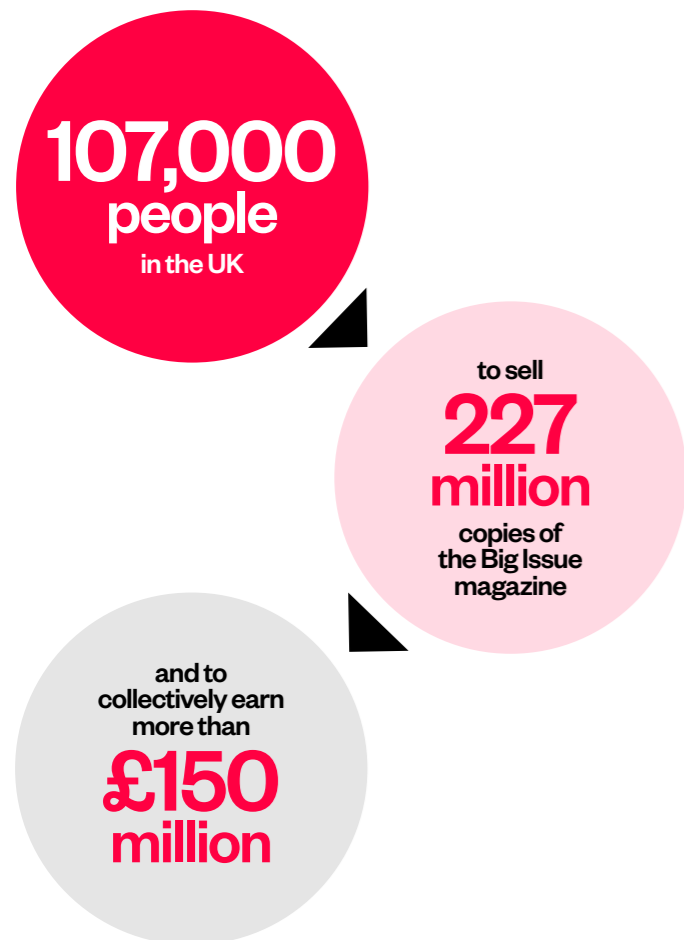
¹ <https://www.jrf.org.uk/uk-poverty-2024-the-essential-guide-to-understanding-poverty-in-the-uk>
² Big Issue Recruit became part of Big Issue Changing Lives in April 2024, you can read more about it [here](#).

Our Vision & Mission

Our **Vision** is a world that works for everyone.

Our **Mission** is to create innovative enterprise solutions that unlock social and economic opportunity for people affected by poverty to earn, learn and thrive.

Over the past 30 years, the Big Issue has achieved this by supporting:



But access to income is just the start - selling the magazine embeds our vendors in their communities, helping them grow in confidence and develop valuable transferable skills, all whilst reducing their reliance on other forms of support. It also creates a unique relationship between Big Issue and the people we support, enabling us to broker solutions to the challenges they face around housing, health, financial & digital exclusion and employment.

“I was homeless when I started selling the Big Issue about two years ago during Covid. I lost my home because I lost my job working as a chef. When Covid kicked off they went to deliveries, and I was basically expendable. I was making a decent wage and then the next week I’d got nothing. Things are pretty good on my pitch. I’ve got some regular customers and a few people have given me their number if I ever need a chat, which is always nice.”

Bradley, Big Issue vendor in Bristol

“Big Issue has helped me every time I needed something. They gave me a badge when I didn’t have a passport, I was given fuel vouchers to help with my electric bills. During the pandemic, when we could not work, the Big Issue supported with clothes, baby formula and essentials for my children and I am so grateful for this”.

Claudia, Big Issue vendor in Bath

Big Issue Changing Lives CIC

Since its inception in June 2023, Big Issue Changing Lives has worked with 3,191 people whose lives are affected by poverty.

Through the provision of free starter magazines and intensive on-pitch support, our approach is unique in providing an immediate income generating opportunity to any adult presenting at Big Issue offices across the UK. There are no lengthy assessment processes or inductions meaning our frontline teams develop trust and credibility with people that would otherwise not engage with other projects or services and who continue to return to the Big Issue week to week in search of income, stability and community.

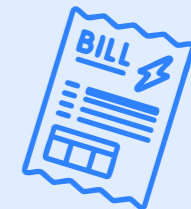
Alongside magazine sales and enterprise opportunities, we support anyone accessing Big Issue services to become economically active and achieve greater independence. Outreach Workers support customers to navigate the complex maze of service provision whilst offering practical expert information, advice, guidance and advocacy. 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 within and beyond Big Issue Changing Lives.

Right now in the UK

14.4 million people living in relative poverty³



7.4 million people struggling to pay their bills⁴



7 million low-income households going without the essentials⁵

³ Joseph Rowntree Foundation, 2024

⁴ Financial Conduct Authority, 2024

⁵ Joseph Rowntree Foundation, 2024

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.



Financial and 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.



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.



Health & Wellbeing

We support people to register with a GP and dentist, and make referrals to specialist health services, for example mental health, 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.

Stats



We currently have **3,191** vendors selling the Big Issue

A collective income of

£3,400,000

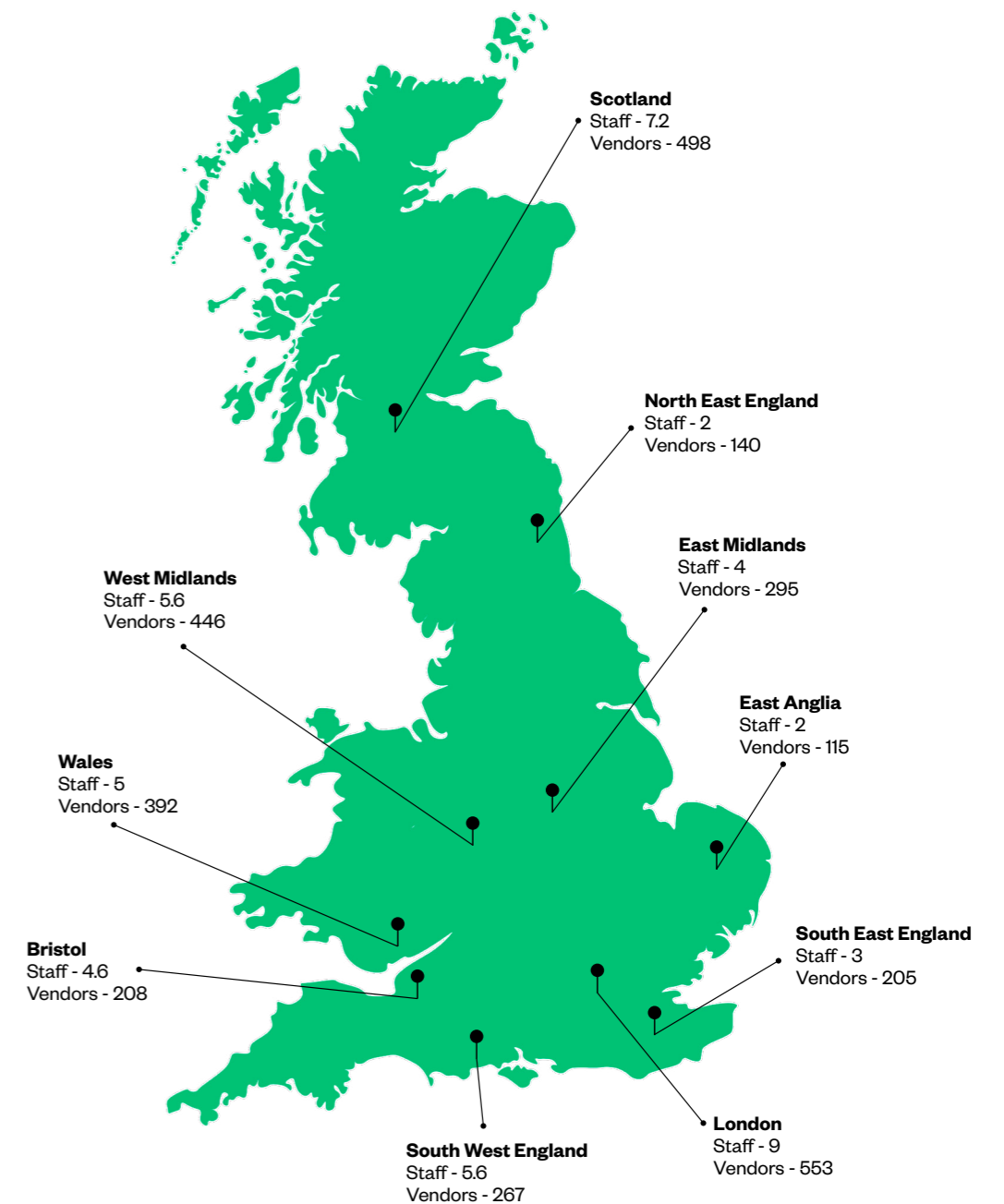
earned by vendors



1.6 million magazines sold

Support across the UK

Since being founded in 1991, the Big Issue has existed, first and foremost, to offer the opportunity to earn a legitimate income for those affected by poverty. Big Issue Changing Lives continues that offer. Each week a new copy of the Big Issue magazine is published, and vendors purchase their copies upfront for £2 each, before selling to the public on streets across the UK for £4⁶ each, earning £2 profit per sale⁷.



⁶ Prices increase during the Christmas period each year but the split of income between Big Issue and vendors remains 50/50
⁷ This business model means Big Issue Changing Lives CIC is a wholesaler of magazines and Big Issue vendors are self-employed retailers.



3,191

people supported



£3.4 million
collectively earned by vendors



£28,000
of support provided
to vendors through
emergency fuel vouchers



11 vendors
moving into sustainable
employment opportunities

24 people
supported to find new,
safe places to live



£3 million
in Social Value generated



1.6 million
copies of the Big Issue
magazine sold



9
new vendor peer-mentors trained,
delivering 57 hours of support



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 our achievements between June 2023 and March 2024:

Outreach staff attended **391** unique contact sessions supporting **98** vendors in practical financial management

314
Vendors Supported

759
Unique Interventions

Partnering for Impact

■ Big Issue Changing Lives CIC is committed to building on a proven track record of addressing the financial and digital inclusion needs of Big Issue vendors. Dating back to 2017, Citi Foundation has played a pivotal role in supporting our financial and digital inclusion programme. This flagship area of work has continued to go from strength to strength during Changing Lives' first year of operation, with ongoing support from Citi Foundation in developing and launching our 'Connect' digital skills programme.

Since June 2023, 234 vendors have benefited from our bespoke Connect digital skills sessions enabling them to overcome digital exclusion barriers and gain the skills and confidence to become financially and digitally included.

Looking ahead, we are delighted to strengthen an existing partnership with giffgaff to provide an initial 250 refurbished smartphones which will be distributed to Big Issue vendors. Importantly, these smartphones are all equipped with Near Field Communication (NFC) technology, meaning that vendors will be able to accept cashless payments directly through the phone and without an additional piece of hardware, as has historically been the case.

By enabling vendors to accept cashless payments, this partnership is supporting vendors on their journey towards greater financial inclusion. Our data shows that, on average, vendors can sell five additional copies of the Big Issue magazines every week after going cashless, amounting to an additional £520 a year in additional income.

But this partnership isn't only enabling financial inclusion, it is also ensuring vendors can move out of digital exclusion. Ash Schofield, CEO of giffgaff, said:

"On a very practical level, hopefully we can boost vendor sales, but also, maybe getting a phone in a vendor's hands opens up their connectivity opportunities beyond the practical. Connectivity can create new pathways in people's lives that you'd never dream were possible, and lives are changed as a result."

- Ash Schofield, giffgaff's CEO

Data from Ofcom has shown that one of the groups most at risk of digital exclusion are society's most financially vulnerable, with 20% of those who earn less than £11,500 per year not having access to a connected device⁸. This is a group that many, if not all, Big Issue vendors fall into.

OUR VENDORS

Brigitta is a Glasgow-based vendor who has now received a refurbished smartphone through our giffgaff partnership.

"Now I've had the chance to use it, it's an amazing phone! My children have taught me to make a phone call, to text, because this is my first iPhone. The first time was a little difficult because I needed to learn, but after that I got used to it. I'm very excited to use it – people come and buy the magazine and it's very fast, it's not like my old phone. I love that the Big Issue gave me a chance to have one."

Brigitta, Glasgow



⁸ Digital exclusion: a review of Ofcom's research on digital exclusion among adults in the UK.



Learning & Employment

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.

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 guaranteed, consistent income. Sustained low quality employment can have significant knock-on impacts for a person's health and wellbeing⁹.

These are our achievements between June 2023 and March 2024:

Outreach staff attended **224** unique contact sessions providing support to **49** vendors to prepare for employment opportunities, with **11** successfully finding new employment opportunities.

143

Vendors Supported

280

Unique Interventions

Pathways to new opportunities

Will's story



Bristol seller Will has got a new job cleaning Bristol's streets, but he still committed to helping the Big Issue support others.

■ The 59-year-old spent a year working as a vendor outside Better Food in the St Werburgh's area of the city after turning to the Big Issue in a time of crisis. He packed a lot in those 12 months including "the highlight of his year" featuring on the cover of the magazine after representing vendors and quizzing politicians at the Labour and Conservative party conferences.

"The Big Issue is the best comfort blanket in the world for me. I know it's always there and that's why I always want to give something back.

"It was a hard wrench to go to work away from my pitch. There were people who used to come to the Better Foods shop just to see me. I love all my customers. Honestly, it was like having loads of best friends".

Will started his new job on 18 December after applying for a job at Bristol City Council months earlier. The role allows him to combine the social aspect he enjoyed about the Big Issue with a different line of work.

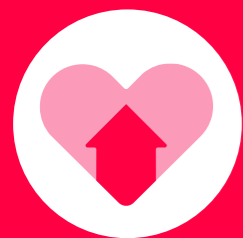
"I love it. I love being outdoors. I love pushing

my barrel, chatting to the punters and the lovely people in Bristol. It's really nice."

While Will has swapped the flexibility of selling the magazine for the early starts of 6am as a street cleaner, he already has plans for his spare time. The popular vendor now wants to spend his spare time volunteering with the Big Issue Changing Lives CIC frontline team in Bristol helping others who need support like he once did.

"I want to find my niche. The people in the office do a lot of things and I think there are certain things I could do. I know all the events in Bristol and festival organisers around the country.

"I'd like to volunteer to do little events where people sell the magazine like I did. I'd like to use my holiday day to help with that and write stuff. I want to co-ordinate with offices and see what possibilities there are because even though I'm working I feel like the magazine is my little baby. I'm never going to leave it."



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.

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 customer on Health & Wellbeing, which makes it, historically, the area of greatest need for Big Issue vendors.

These are our achievements between June 2023 and March 2024:

Outreach staff attended **606** unique contact sessions providing support to **114** vendors in mental health and welfare.

369

Vendors Supported

1,491

Unique Interventions

Addressing critical Health & Wellbeing needs

■ Like other low-income groups, Big Issue vendors are being disproportionately impacted by the cost-of-living crisis. In response to worsening fuel poverty and harmful gambling behaviour experienced by our vendor population, we have expanded existing partnerships with British Gas Energy Trust, Energy Saving Trust and Gamble Aware:

Fuel Poverty

Over the last 12 months, funding from British Gas Energy Trust and Energy Saving Trust has enabled our frontline teams to impart expert energy advice, information, guidance and support to Big Issue vendors and their families facing immediate financial and fuel crisis.

475 people received emergency fuel vouchers worth £28,000

Key activity types included:

- Practical energy education.
- Access to energy efficiency equipment.
- Facilitating access to fuel poverty support.

Over half of those benefitting from this work were Big Issue vendors and their families from the Roma community – a client group that we know experience high levels of fuel poverty and which external research identifies as one of the most at risk, overlooked and under-served energy consumer groups¹⁰.

GAMES: Addressing Gambling Addiction & Harmful Gambling Behaviours

We are delighted to have received renewed funding from Gamble Aware to upscale delivery of our GAMES project responding to the emerging need of gambling addiction and harmful gambling behaviours amongst our vendor population.

200 people engaged with gambling harms information and 75 received an in-depth gambling harms screening

Gambling harms information packs and screening tools - developed in partnership with GamCare – have proven an important initial induction tool and have resulted in a growing numbers of vendors engaging with the National Gambling Helpline and other specialist services.

Social Bite: Addressing food poverty

A grant award over the 2023 festive period enabled our frontline team to support vendors experiencing food poverty with supermarket vouchers; supporting them through the challenges of the cost-of-living crisis and ensuring they and their families did not go hungry over winter.

£4,500 worth of supermarket vouchers distributed to vendors

We are looking forward to strengthening our partnership further with a number of exciting new opportunities in the pipeline. In the words of Jenny Lewis – Social Bite's UK Partnerships Manager – *"Social Bite is a movement to end homelessness, and our charity partners across the UK are key to achieving this goal. We're proud to support The Big Issue by providing grants for their voucher service, ensuring vendors can access food with dignity, especially during the ongoing cost-of-living crisis. These grants are made possible through our 'meal appeal' campaigns with Just Eat and Mitchells & Butlers. We extend our heartfelt thanks to our corporate partners for their vital contributions. Together, we can end homelessness"*.



¹⁰ NEA 'Plugged In' Report – August 23

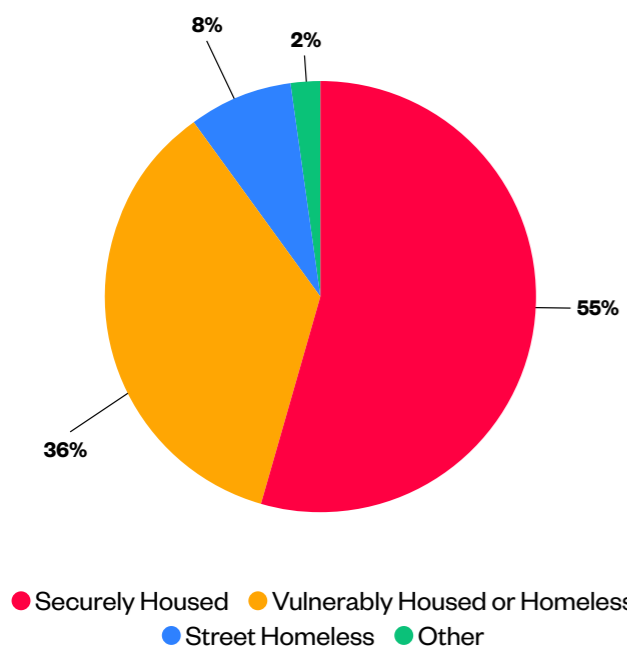


Housing

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 that secure, quality housing is one of the key foundation stones for individuals and families living in poverty to take positive steps forward.

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.

Housing Situations of Big Issue Vendors



These are our achievements between June 2023 and March 2024:

Outreach staff referred **50** customers experiencing housing insecurity to housing providers and local authorities, resulting in **24** people finding new, secure places to live.

131

Vendors Supported

338

Unique Interventions

Finding a place to call home



David Goold, Vendor Outreach Worker in East Midlands

In Nottingham, we are part of a Rising Homelessness Cost of Living group. This is made up of homelessness services, advice centres, local authorities and housing providers. It was set up as there was a fear the cost-of-living crisis would push more people into homelessness. The aim is to work together to ensure there is a robust homelessness prevention system put in place.

I've been supporting a vendor named Vincent and his partner. Vincent is in recovery from substance use and has been a vendor for around two years. He struggles with breathing issues and has COPD and asthma. His partner is a victim of domestic violence from several relationships and has changed her name multiple times.

The pair have most recently been living in a private rented accommodation. Vincent visited the Big Issue's office with a letter from his landlord stating his intention to sell the property but not to worry as he would find a buyer that would look to keep the current lease agreement. A week later the couple were served a Section 21 Eviction Notice – a notice which allows the landlord to evict tenants without a reason within 8 weeks. This had a severely negative impact on their mental health.

We supported Vincent and his partner to make contact with the Local Authority to report that they were due to be made homeless. Although the Local Authority accepted that they were due to be made homeless and that they had a duty to help them find housing, they had no obligation to find them temporary housing if they were made homeless before finding new accommodation, even though both were in poor health and nearly 60 years old. This caused further anxiety as they believed they would die if they had to sleep on the street. They started looking to buy a tent in fear of being evicted onto the streets.

We worked with partners within the Rising Homelessness Cost of Living group to challenge this decision on health grounds, and also check the validity of the Section 21. We also contacted the landlord's solicitors to inform them that Vincent and his partner intended to continue to live at the

flat and pay the rent after the date of the Section 21. Most house searching is done online, including the Local Authority's own house bidding platform. Vincent had tried to look for properties online but struggled to do so, as he isn't digitally confident. He was supported to set up an email address and shown how to look online at private rentals as well as start bidding on Local Authority properties. We'd meet every week to bid. After around 5 weeks of bidding, Vincent and his partner were invited to look at a property close to where they lived. They have accepted the property and are eagerly awaiting getting the keys to move in.

Vincent's partner sent me this message once they had viewed the flat:

"Hi Dave, The flat is lovely, and we got our own garden and small shed. Also, there's a community centre around the corner which we can go to anytime and wash and dry our clothes for free. Also, we got an emergency alarm in the flat."



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.

In our work we also strive to avoid environmental harms and back green solutions with the knowledge that those living in the most deprived circumstances can often be the first to be negatively impacted by degrading natural and built environments and are frequently unable to align the buying habits with environmentally friendly options, due to cost, even when they might want to.

These are our achievements between June 2023 and March 2024:

Outreach staff attended **404** unique contact sessions providing support to **74** vendors around citizenship.

171
Vendors Supported

469
Unique Interventions

The Equal-to-Equal programme

Equal-to-Equal (E2E) is an innovative peer mentoring programme that trains Big Issue vendors to provide mentoring, support and guidance to other vendors in their communities alongside frontline Vendor Outreach Workers. It has proven particularly impactful amongst the Roma community in breaking down language and cultural barriers, helping to increase Roma engagement with wider Big Issue programmes and services.

Geo – our Equal-to-Equal Programme Lead – took the time to sit down with Bianca to discuss their experience of the Equal-to-Equal programme and where they see themselves progressing to next:



9 peer mentors trained, with 11 further mentoring posts created for 2024/25.



57 mentoring sessions delivered totalling 200 hours

Bianca's story

Bianca recently completed a placement on the Equal-to-Equal programme and has since gone onto land herself a new job.

Employment

Recently I've got a job, I'm a barista. I'm working part-time, two days a week. I'm learning a lot of stuff, I'm finding lots of new things I didn't know, like hidden treasures! It opens your eyes, opens your mind.

I really do enjoy my work. I like talking to the people, serving the old people especially, making them coffee. I really love it. I was born to be a barista.

When you do the Big Issue, you actually have a little bit of experience of talking to the customers, which is useful when you have a job. I put the peer mentoring on my CV too.

When I let the Big Issue team know about my job, they were so excited. They told me they were so proud. And I'm proud of myself too.

It's a big step for me.

The Big Issue team were always motivating me to get a job, because they knew that was my target, that's what I wanted.

Support from the Big Issue

Some people think the Big Issue is only for homeless people. That's not true – it's for anyone who really needs the money, and needs some help and support.

The Big Issue helped me a lot, I don't know what I would do without it, honestly. When I first started selling, I didn't have any other support and I was desperate for help. They told me, "any time you need us, we're here". And every time I needed them, they were there.

When I want to achieve

something, I will fight for it until I achieve that thing because that's how I am. Everything that I wanted to achieve in this life, I did it. I fight for it, and I achieve it. It was hard, but if you don't fight, what are you going to do? You won't get through anything; you have to fight and struggle so you can achieve.

The Future

All I want for my child is to give her a good education, to get her to school, to get her to university. I want her to be a manager. I want her to study really well. I want her to get a good job. That's what I want for her because when I was younger, I always wanted to be a manager, to have my own business.

The social value of Big Issue Changing Lives

Since launch, Big Issue Changing Lives has understood 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 £3 million^{11,12}.

When taken against the operational costs of delivering services, Big Issue Changing Lives cost/benefit ratio is £1 : £1.85 or, for every £1 spent on operational costs £1.85 of social value was created.

¹¹ All social value figures presented are discounted values and account for attribution, displacement, deadweight, and drop-off, where appropriate.
¹² 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.



A Look Ahead for Big Issue Changing Lives

Supporting the Roma Community

Fuel poverty was identified as a significant support need amongst our Roma vendor population as one of the most at risk, overlooked and under-served energy consumer groups.

■ Following an initial 18-month grant award, we are delighted to have received follow-up funding from the British Gas Energy Trust to continue providing targeted money and energy interventions to alleviate fuel poverty among 1,250 Big Issue vendors and their families over the next two years.

“During its first 18 months, our project delivered vital energy and money advice to 698 Big Issue vendors and their families, who had been hardest hit by unprecedented energy price rises and the cost-of-living crisis. Thanks to the continued support of British Gas Energy Trust, we are delighted to be able to do more of this important work; reaching over 40% more Big Issue vendors – including members of the Roma community – requiring ongoing support to become more energy efficient and ultimately overcome fuel poverty for good.”

Catherine Parsons, Managing Director of Big Issue Changing Lives CIC

“I am thrilled that the Trust can continue this essential support across Britain. These funded money and energy advice services address root causes of fuel poverty such as poor money management and home energy inefficiency with an increased focus on the holistic support of increasingly complex cases and energy advice.”

Jessica Taplin, CEO of the British Gas Energy Trust

Pharovas O Traios (Changing Futures)

With over 50% of Big Issue vendors hailing from the Roma community, we are thrilled to have secured a three-year grant award from the National Lottery Community Fund to deliver the Pharovas O Traios project in partnership with the Roma Support Group.

The programme will empower members of the community to share their knowledge and experiences and in doing so develop Roma-specific services designed for the community by the community. It will further utilise a peer support model to enhance Roma individuals' knowledge of their legal rights, such as:

- Housing tenancy
- Employment
- Settled Status

whilst engaging with local employers, businesses and services so that they are better able to understand Roma culture and respond to the distinct support needs of the community.

New Sales Programmes

Since the inception of Big Issue CIC in June 2023, our team has been able to support more Big Issue vendors with a vital 'hand up' out of poverty.

■ As demand for our service grows, we continue to provide necessitous housing, health, digital and financial inclusion support whilst delivering targeted, needs-driven programmes enabling individuals accessing Big Issue services to earn an income, secure the basics, and move into onward employment in 2024-25. Key development areas to include:

Sales Traineeship

Complementing our Equal-to-Equal Peer Mentor Programme and Vendor Outreach Assistant posts, we will offer a sales traineeship focussed on selling the magazine directly to the public in a range of different pitch settings including market stalls, sheltered pitches with corporate partners, festivals and other large public events.

Alongside selling 50-100 magazines a week, trainees will be supported to complete a City & Guilds Level 1 Employability qualification over a 6-12-month placement encompassing core workplace skills. Trainees will then receive bespoke support from a Big Issue Recruit Job Coach to find full time employment. The programme will initially launch in London and Wales ahead of a national roll-out.

SameYou Partnership

■ In keeping with Changing Lives' aspiration to reach more people living with a health condition that traps them in poverty, we launch a new partnership with brain injury charity SameYou.

SameYou was founded by actor Emilia Clarke MBE and her mother, Jenny Clarke MBE, to support brain injury survivors with their recoveries. Emilia suffered two life-threatening brain haemorrhages while starring in Game of Thrones.

The partnership sees Big Issue Recruit – Changing Lives' own in-house recruitment service – expand its employment support offer to brain injury survivors and their carers for the first time. Individuals will work one-to-one with expert Job Coaches as they look to secure sustainable employment. In a joint survey, 61% of brain injury survivors said they would have benefitted from a Job Coach to ease their return to work.

“We're proud to be partnering with the Big Issue, supporting brain injury survivors and their carers, with their return to work by building their confidence and finding the right employment pathways for them.”

Jenny Clarke MBE, CEO and co-founder of SameYou

The Street Is My Store

■ A new pilot project setting up 6-10 vendors with their own online shop in time for the busy festive season. Each vendor will have a QR code enabling customers to visit an online platform and buy products (e.g. hats, accessories, prints) with vendors earning commission on each sale.



Community Interest Company

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