

FRIENDS OF BIG ISSUE NORTH

SUMMER 2017

VENDOR NOW ACCEPTS CASHLESS PAYMENTS

It is often stated that we are living in a 'cashless' society, a concept which, in time, may make life more difficult for Big Issue North vendors. To alleviate this concern, vendor Sin Bad has taken it upon himself to move with the times and buy a card reader with the money he earns from selling the magazine.

Supported by staff at the Leeds office, using computers funded by sales, donations and standing orders, Sin is now single-handedly piloting a scheme which could potentially benefit many of our vendors across the North of England.

We spoke with Sin and asked him to speak a little about why he decided to embark on this bold business venture.

Sin said, "The fact is that a lot of people don't carry cash anymore. People seem to prefer to pay to by card so they can keep track of their finances easier, but this also allows me to keep track of my own income.

"To people who may be dubious of making a card payment when buying the magazine, I would say don't be! I'm self-employed and am legitimately trying to earn a living. People may be sceptical about getting their card out on the street and I understand that, but realistically it's no different from using the same make of card reader in a shop. It was the next step forward in conducting business, it felt like a natural one to take.



"The response has been great, and I hope to encourage other vendors to adapt to this method. While it's nice to be the first, I don't want to be the only person doing it. It's only fair to share the idea as if you don't move with the times then you get stuck, and no one wants to be stuck."

Since Sin began using his card reader, Big Issue North is now planning to begin a pilot with all interested vendors in Leeds and York. This is thanks to a generous donation from our supporters in York, who raised funds following the sad death of Peter Toulson, a vendor in the city.

Letter from Fay

Welcome to the Summer 2017 edition of our newsletter.

We've had a busy few months with our vendors showing their true entrepreneurial spirit. In this newsletter, you can read more about how Sin Bad is moving with the times and going cashless, while Liam developed a customer loyalty scheme. We were so impressed, that we're now looking to pilot both ideas with more of our vendors.

Schemes like these can only be developed through your kind support, and make a real difference to our vendors' ability to earn an income and change their lives, so thank you for your continued support.

Fay Selvan, Big Issue North Chief Exec



AROUND THE REGIONS



In **MANCHESTER**, our editorial team received a visit from Greater Manchester's newly elected mayor Andy Burnham.

He came into Big Issue North's offices in his first week in power to talk about his agenda for homelessness. Read the full interview on our new look website.

In **LIVERPOOL**, Big Issue North held a very well attended EU Permanent Residence Workshop attended by more than 50 vendors.

There was a lively debate about the residency and employment process for immigrants in a post-Brexit Britain. We will be holding similar sessions across all our sites in the near future.

We've been supporting vendors across the region to register to vote in the General Election. In the lead up to election day, we've asked some of our vendors what they would like to see from their politicians.

Howard, who sells the magazine in **LEEDS**, said: "Everyone should vote and make it count. I haven't decided who I'm going to vote for."

"I'm looking for us to get a good deal out of the Brexit negotiations, and one of the most important things for me is improving the homeless situation, if feels like there are more people homeless now than there has ever been."

FELINE FINE

When a certain feline presence graced the cover of the magazine in March, we were slightly unprepared for what followed; a term which can only be called 'The Felix Effect'.

Felix is a six year old cat who is lovingly cared for by staff at Huddersfield Train station, managed by TransPennine Express (TPE).

With an avid following of international fans, demand for that issue was perhaps a little higher than expected.

Vendors worked hard and the magazine sold incredibly well the week it was released. Leaving offices in Sheffield and Manchester running out of magazines before the week's end, additional copies had to be sourced from Leeds and Liverpool. It didn't stop there!

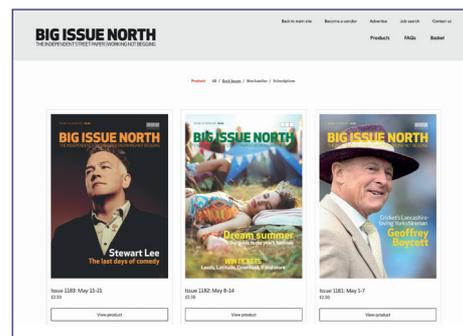
When Felix's Big Issue North cover debut was uploaded to our online shop, things started to heat up a little. We were inundated with orders and shipped back issues to France, Belgium, the Netherlands, Germany, Sweden, Canada, Mexico, USA, Japan, Australia and Malaysia!

We were swept off our feet. However, this isn't exactly a first for Felix, whose recently acquired celebrity status is used not for profit, but as a force for good.

Andy Croughan, TransPennine Express Station Manager for Huddersfield explains, "A loyal member of the TPE team, Felix has used her superstar-status to help others and we were thrilled when the Big Issue North got in touch to make her their cover star."



"We were all shocked when the issue sold out but are over the moon about the money and awareness our Senior Pest Controller has given to this fantastic cause."



Missed an issue?

Our online shop lists back issues and a wide range of merchandise. Head on over to shop.bigissuenorth.com for a guilt free purchase.

RUNNING NAN DOES IT AGAIN!

Manchester vendor Stefan Nan has competed in the Manchester Run for the 3rd year in a row, completing the arduous 10k in xx:xx minutes.

Last year he managed it in 43mins and 27secs, coming 9th in his age group and raised over £400 for the Big Issue North Trust. Thank you to all who have sponsored him. If you wish to make a donation this year there's still time! Just visit www.justgiving.com/fundraising/stefan-nan.



Motivation Monday

Staff in the Leeds office are getting creative with their cooking skills. Culinary sessions are held on a Monday morning, enabling vendors to make a creation they can be proud of...in the microwave!

The first simple recipe, located by office manager Nic Backhouse, is for a 'cake in a cup'. This not only serves as a delicious desert, but builds confidence and self-sufficiency. Many vendors have limited access to cooking facilities, so simple recipes such as these are vital.

Speaking about the sessions, Service Co-Ordinator Carli Jones says: "It's nice to engage the vendors as single people who only have microwaves at home as it shows them that you can be more inventive.



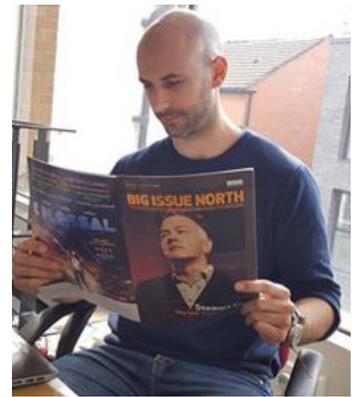
It's a nice thing for them to come and do. I'm also looking forward to focusing on some of the Roma women and building relationships with them through an exchange of skills and recipes.

"The goal is to build on



these sessions by running a coffee morning for women who are part of the marginalised Roma community, where they can have a break from home life and vending to take some time for themselves."

International Visitor



As a member of the International Network of Street Papers, Big Issue North hosts one of the first Intensive Learning visits, which saw Marko, from Serbian Street Paper LicheuLiche, spending a week with us.

During his visit, Marko learned about our operational model, taking inspiration back with him to Belgrade. We learned as much from him as he did from us!

We look forward to seeing Marko again in August, when he will be giving a talk about his unique experience at the Global Street Paper Summit 2017, proudly hosted in Manchester by Big Issue North.

Laughable Fundraiser



After losing her father Allan in December 2014, Skipton resident Joanna Ripley is continuing his legacy of kindness by selling her laughter as a 99p ringtone!

All proceeds will go to support the work of Big Issue North Trust.

Joanna says: "My Dad was all about being kind and

fair. He knew the magazine is allowing many people to make an honest living with dignity. He also simply enjoyed reading it."

Joanna was recently on BBC Radio Leeds to discuss her laughable fundraising idea and has prompted the chance to buy the ringtone far and wide through social media.

Joanna will also be visiting the Leeds office where we will be thanking her in person.

She will also meet vendors and spend an hour on a pitch in the city centre to gain a snapshot of what life is like selling Big Issue North.

If you wish to purchase this infectious ringtone, visit theallanripleyfoundation.org.

Get involved

From bake sales to skydives, if you're holding a fundraising event to support Big Issue North, please get in touch to find out how we can help you out!

Email fundraising@bigissueinthenorth.com to see how we can support and publicise your venture.

Head to www.bigissueinthenorth.com to see all the ways you can support our work.

It's a kind of magic...



June 18 is Manchester Day! As part of the Manchester Day celebrations, vendors and staff will be taking part in the Manchester Day Parade. This year's theme is magic!

Vendors met with artist Enya Koster to discuss their visions for the upcoming event. Enya and support staff will be assisting vendors in bringing their costume designs to life.

If you're watching the parade, don't forget to give us a wave!

Why we encourage you to take the magazine

When you give someone selling Big Issue North £2.50, you aren't just giving money to someone who needs it – you're buying a great read.

Please make sure you take the magazine. This doesn't only mean that you get 32 pages of news, features, culture and opinions, but reinforces the fact that vendors are working, not begging.

Selling the magazine doesn't just provide the people with an income but also increases vendors' self-esteem as they make a living. So if you buy it, please take it.

On FaceBook, one user also shared her thoughts, saying: "I have to apologise here, I've often said to vendors that I'm happy to donate and have not taken the magazine.

"I will always take the magazine from now on, it's a good read!"

Frances Owen, one of our supporters who recently had her own experience of selling the magazine during Vendor Week said: "For those of us that buy Big Issue North on a regular basis, we know that it is a great read and that buying it helps vendors make a living with dignity."

Look out for loyalty cards!

Inspired by M&S York Vendor Liam, we are excited to announce that we are now offering loyalty cards to our readers!

Liam, who kicked off our loyalty cards plans by designing and producing his own, says: "The loyalty cards keep the customer coming back to the same vendor each week. This way you'll get a conversation with that vendor and the chances are that you'll also get an update report as to how the vendor is getting on in their journey of being homeless or maybe getting off the streets as a result of selling Big Issue North."

Providing customers take the magazine after they've

paid for it, they will receive a stamp on their card. This supports that vendors are 'working not begging'. Sharing his thoughts on why customers should always taken their copy of the magazine, Liam says: "At the end of the day it's a cracking magazine."



How to donate

Regular donations are a great way to support us going forward. If you are looking to set up a standing order to support our vendors please call 0161 831 5556 and we'll get that sorted



You can also donate by mobile phone, just text BITN17 and the amount you wish to donate e.g. £20 to 70070



To make donations by cheque please make it out to Big Issue North Trust and send it to 463 Stretford Road, Manchester, M16 9AB.



For more ways to raise funds for us please contact fundraising@bigissueinthenorth.com

Raise vital funds for free when you shop online with **easyfundraising**.org.uk

It's really easy to raise funds for the Trust with EasyFundraising while shopping online. Just remember to set the Big Issue North Trust as your chosen charity and start raising at no extra cost!

Go to www.easyfundraising.org.uk today!

Leaving a legacy

While it's not nice to think about what happens after we're gone, leaving a legacy means you can make a lasting, positive change to people's lives.

Previously, we have received legacies which have enabled us to provide lasting support to vendors. We provide an opportunity for people to earn an income who have no other means and we need your help to continue to support people with no alternative means of income for as long as is necessary.

To find out more about making a legacy for Big Issue North vendors please contact us on 0161 848 2420 or fundraising@bigissueinthenorth.com



THE TRUSTEES

Big Issue North Trust is supported by the Zochonis Charitable Foundation
The Trustees of The Big Issue North Trust are: Fay Selvan • Edna Robinson • Mark Fitzgibbon • Angela Young • Paul Ferry
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