

BIG ISSUE IN THE NORTH CLAMPS DOWN ON ROGUE VENDORS

The Big Issue in the North is issuing smart new bibs to all vendors in Liverpool City Centre.

The Big Issue in the North is changing the bibs that all city centre vendors wear from the current orange to new, better quality yellow bibs. There will be two versions of the new yellow bibs – a temporary bib for new vendors who are just getting started, and a more durable version for vendors who have been selling the magazine long enough to have a regular pitch.

Regional Sales Manager Simon Kweeday said: “The traditional orange bibs have been in use for several years now, and some have fallen into the hands of rogue vendors who are not registered with *The Big Issue in the North*. We get fantastic support from the public and we want them to be able to identify the vendors who are working with us to earn a legitimate income and access the services they need to help improve their lives.

“As part of our commitment to selling a good quality publication to the public, and keeping the welfare of our vendors a top priority, we are introducing the new system from 11 May in Liverpool City Centre.”

There are currently 19 pitches in Liverpool, some are “floater” pitches and some are permanent pitches. Staff usually allocate the permanent pitches to those vendors that consistently make good progress.

Simon added: “The new system will really help vendors by looking smart and demonstrating to the public that they are a *bona fide* vendor working with *The Big Issue in the North*.”

Notes to Editors:

Every vendor signs up to a code of conduct when they start to sell *The Big Issue in the North* which governs the way vendors sell the magazine.

Vendors must only sell on authorised pitches. All vendors wear an ID badge. Please only buy the magazine from badged vendors. For more information visit www.bigissueinthenorth.com

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