

THE BIG ISSUE IN THE NORTH MOVES INTO LIVERPOOL ONE

The Big Issue in the North magazine and Liverpool ONE retail and leisure destination have teamed up to provide a selling location for a magazine vendor.

Vendors selling *The Big Issue in the North* are allotted pitches on 18 locations around Liverpool City Centre.

The pitches currently available to vendors are on public land and this is the first time the magazine has teamed up with a partner to provide a pitch on private ground.

Vendors selling on the pitch will be given a branded mat, and a branded Liverpool ONE / Big Issue in the North fleece, which will take the place of the usual orange vendor bib but will continue to wear their ID badge. The vendor will be positioned on Paradise Street, and will get an undercover spot on Wall Street in bad weather.

The Big Issue in the North Director Caroline Price said: "Joining up with Liverpool ONE is great for us as it will give the vendors a noticeable and permanent place to sell from in the retail and leisure development.

"It's a busy and popular place so it will give the vendor a chance to make good sales and hopefully build up regular customers."

Lisa Tolley, Interim Marketing Director for Liverpool ONE said: "The Big Issue in the North is a well established organisation that provides a much loved credible publication for the public. We are pleased that we can support the vendors by providing them with a location to sell the magazines."

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

For more information about Liverpool ONE visit www.liverpool-one.com

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